

Electrical Merchandising

Vol. XX, No. 6

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ELECTRICAL GOODS

THE HOOVER

When dreams come true—

Hundreds of dealers throughout the country are going to profit by the realization of the housewife's dream. And even if you cannot meet the Xmas demands for the Hoover, you can still make big profits, for

The HOOVER

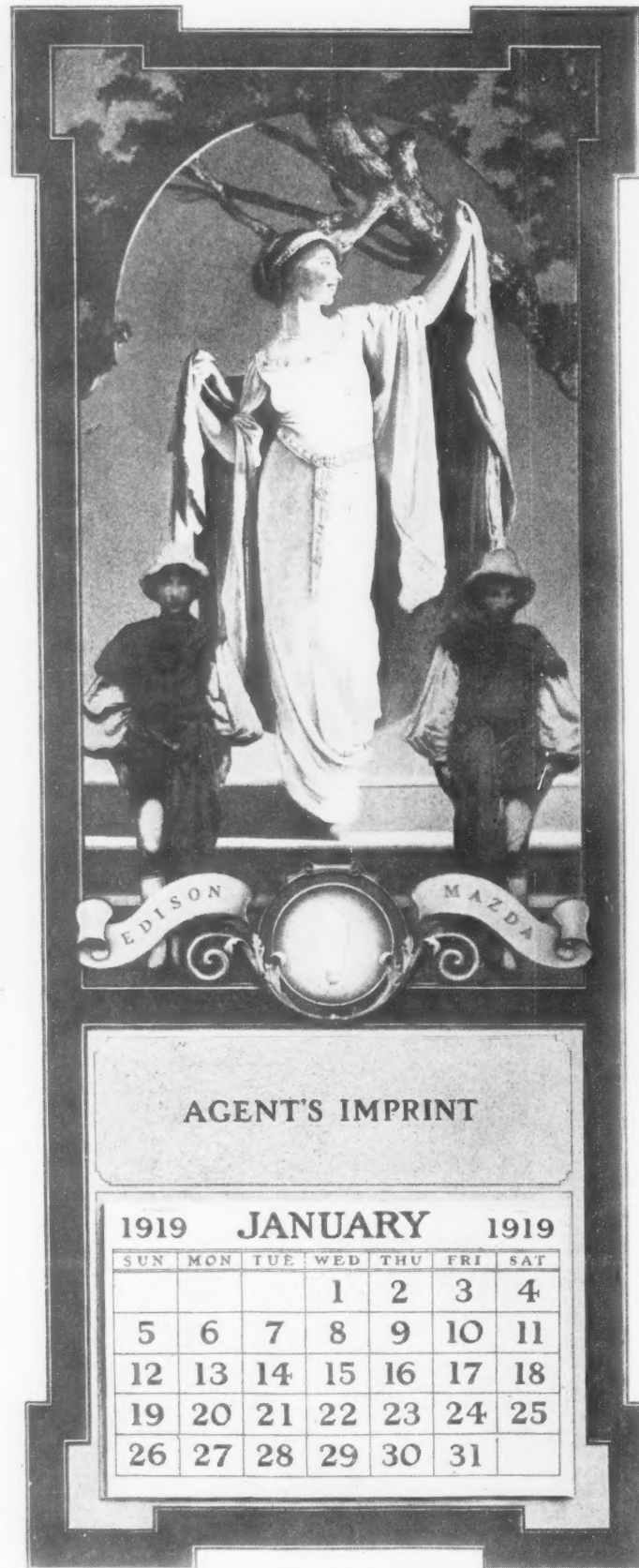
electric suction sweeper

sells all the year around. It is easy to sell the Hoover because it is the only cleaner that combines beating, sweeping and suction, and consequently gets the deeply imbedded dirt, hair, lint and threads, as well as the light surface dirt. Ask Denver Gas & Electric Company, Schenectady Illuminating Company, Erner Electric, or any other concern (whose name we can supply) what they think of the sales possibilities of the Hoover. Complete details gladly sent upon request.

The HOOVER SUCTION SWEEPER COMPANY

North Canton, Ohio

Lillibridge 20-60



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Communicate with nearest district office for particulars.*

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ON THE WIRE WITH THE EDITORS



"Pep" Wins.

IT'S an inspiration to receive and read a story of accomplishment, especially when that story is a recital of how a man gets a job done on his own initiative without a special bank account or superhuman ability in any one direction.

The editors of ELECTRICAL MERCHANDISING have been especially interested in the winning of the prize for the convenience outlet campaign. P. D. Shepperd's letter telling of his plan and his modest statements of his own accomplishment emphasize once more a pet hobby of this journal, that if only electrical men will stop talking and go to work selling, what can be done in the wiring and appliance field will astonish the industry.

Average conditions, perhaps less than average sales opportunities, were met by Mr. Shepperd in his campaign. We want every electrical man, every contractor-dealer, every central station man, every manufacturer to read this story, not because it won \$100, not because it's new or extraordinary in any way, but because of the "will to do" which it indicates and because of the results that followed. There is no reason why a thousand or more other contractors cannot duplicate Mr. Shepperd's record if they will to do it.

We congratulate the Society for Electrical Development, Inc., for setting this definite mark for the men in the industry to shoot at and we thank Mr. Shepperd for helping us start our New Year's job with even greater enthusiasm for the upbuilding of the electrical trade to which ELECTRICAL MERCHANDISING is dedicated.

Editors at Chamber of Commerce Meeting

REFERENCE is made on another page to the Reconstruction Conference of the War Service Committees at Atlantic City. The meeting was the largest ever held by the Chamber of Commerce. Special credit was given by the assembled business men to the "Reconstruction Conference Daily" published and edited by the Associated Business Papers, Inc., of which ELECTRICAL MERCHANDISING and *Electrical World* are members. W. H. Onken, Jr., editor of the *Electrical World*, was editor-in-chief of the Daily, and F. M. Feiker, editorial director of ELECTRICAL MERCHANDISING and *Electrical World*, served as secretary of the Heat, Light and Power Group at the Conference. The editors of the other business engineering and industrial papers acted as secretaries of the group meetings in their respective fields.

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"DO IT ELECTRICALLY"



Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 20

December, 1918

Number 6

Have You Come Back?

WE are playing with opportunity. The war is over. It was a real excuse for marking time. But we are now facing in the electrical business one of the real chances to make good that seldom come to an industry.

Words will not bring business. Talk fests which enthuse us for the moment, and get us no further, are only 50 per cent effective.

The biggest men in the electrical business are convinced of the possibility of a big merchandising development in the industry. The market has only been scratched. Example after example can be given to show the possibilities. Ten men out of forty at a men's club, recently, said they owned one electrical appliance. All lived in wired houses. All have servant problems. And no one in their particular community is going actively after business.

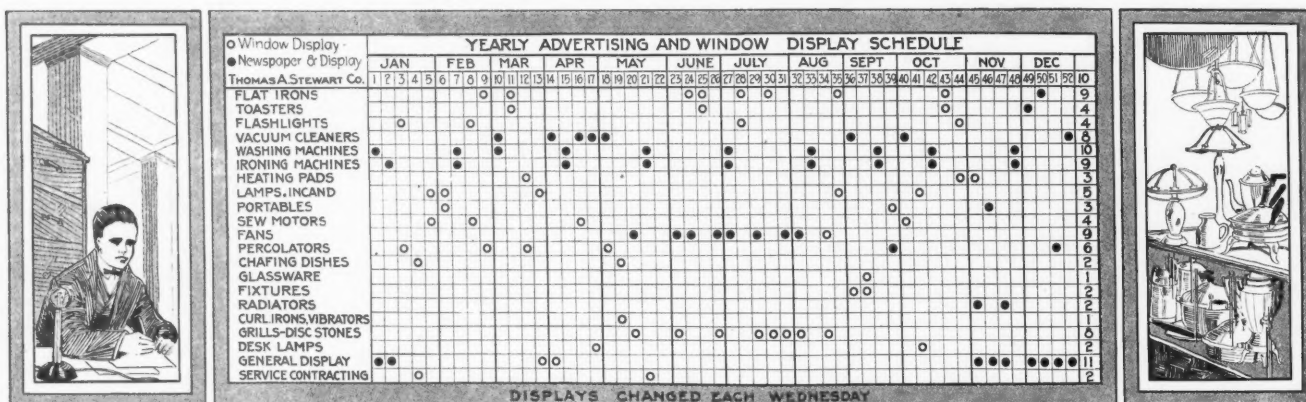
Big totals are merely small totals added together. The way to double your sales is to try something. The men who go after the business get it. The men who show that they can get business get recognition from the jobber and manufacturer.

No one is going to hand you business on a silver platter. There is a plum tree in every town, but you can't get the plums by sitting under the tree and waiting for some one to shake the fruit into your lap. A manufacturer said the other day that the readers of this journal were the live men in the merchandising field—and he said they are reading it.

Suppose the 11,000 men to whom this issue goes should set a quota, a peg to shoot at this next year. Suppose instead of talking about difficulties they take the thing they know they can do and double it.

How the trade would go after them! Success breeds success. The man who complains of prices or trade conditions generally is the man who can't be depended upon to deliver the orders.

There is no excuse in business for not getting orders. The retail electrical trade, to-day, represents the men who have stood the gaff under war conditions. Nineteen-Nineteen marks a banner year for them.



A newspaper advertising and window-display chart was accordingly put together and that started the ball rolling. The chart was arranged so that it would show us what was to be displayed in each of the two show windows each week. Displays

were changed each Wednesday. A light circle indicated the character of the window display and the black circle indicated the character of the newspaper advertising and also the window display to tie up with the advertising.

A Contractor-Dealer's Plan for

Scheduling Appliance-Selling Effort

How the Thomas A. Stewart Company of Hartford, Conn., Has Advertised Its Twin Slogans "Stewart Service Saves" and "Let Us Solve Your Washing Problems" and What Is Being Done to Back up Its Window and Newspaper Publicity

By ALFRED N. PREMO

THE Thomas A. Stewart Company of Hartford, Conn., has been conducting a campaign preaching "Lighten the Labor of the Home," in which from the beginning it has been planned to reach not only the housewife, but to appeal to the "man of the house" as well.

At the start of the campaign the Stewart Company decided to appropriate a sum for consistent newspaper advertising, but not having past experience we were at a loss as to what kind of advertising to do and how to do it.

We did know, of course, about appliance campaigns that were conducted by various central stations, but we felt ourselves pretty much in the dark as far as electrical contractors' campaigns were concerned, for the average electrical contractor-dealer with a retail store has not the working office force at his disposal and does not have the same channels through which he can send his message to the customer.

The central station has its current consumers to which monthly

bills are sent to start work on. Its staff also includes a large force of solicitors, meter men, etc., and has a corresponding advantage over the electrical contractor's retail store that has an average of three clerks and one solicitor.

If a dollar was to be spent for advertising we expected to have the pleasure of seeing \$2.50 walk back into the place, in order to make us feel happy.

THE PROPOSITION AND THE PLAN

We did have a proposition, however, and we finally came to the conclusion that we had to have a plan to go by.

We had the goods, the store and the service.

Of that we were sure.

And we knew it paid to advertise if we had the goods.

But having the goods was not enough.

The goods had to be properly displayed in the proper environment and they had to be called to the public's attention.

Next, it had to be made easy and pleasant for the customers, in order

to satisfy the "buying impulse"—and that meant store service.

We then concluded that goods that were featured in the newspapers had to have the most prominent display in our showrooms while the corresponding advertisement was running. For we believed that goods well displayed are half sold. A newspaper-advertising and window-display chart was accordingly put together and that started the ball rolling.

CHARTING THE ADVERTISING AND WINDOW DISPLAYS

The chart was arranged so that it would show us what was to be displayed in each of the two show windows each week. We decided that Wednesday was the best day to make the changes, for from past experience and sales records, the last three days of the week were the ones showing the largest sales, indicating that most of the people put off buying until the latter part of the week.

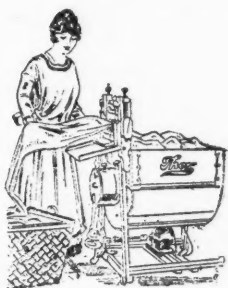
A light circle on the chart showed, for example, that the window displays were to be decorated with

irons, etc., and a black circle denoted that the windows were to be decorated with washing machine displays, with newspaper ads to "tie up."

Various articles were charted according to season, such as fans, in which instance there were scheduled eight displays between the third Wednesday in May and the first Wednesday in August. The chart is

TELL HIM!

TELL YOUR HUSBAND ABOUT THE WONDERFUL
THOR ELECTRIC HOME LAUNDRY
MACHINE



TELL HIM How it will save you drudgery.
TELL HIM How it will save wear and tear on clothing.
TELL HIM How it will cut your washing costs.
TELL HIM They are sold on easy payments.
TELL HIM It takes but 2c. per hour to operate.
TELL HIM That it actually pays for itself by the saving it makes.

THEN—

Bring him to our office any time, and together we will show him that you need an electric machine as he does his adding machine, typewriter, automobile, electric motors and a dozen other things that save HIM real labor.

Write or Call for Illustrated Booklet—Special Sizes of Washing and Ironing Machines for Institutions

\$5.00 Down, Balance on Easy Weekly
Terms, Puts a Thor in Your Home

Thomas A. Stewart Co.
69 Pearl St. Charter 148

"Tell Him!" Action is the keynote of this newspaper advertisement. It is one of a number used by the Thomas A. Stewart Company in pushing washing machine sales.

now working, and is carefully obeyed every Wednesday.

The newspaper ads are also run according to schedule. We are using a morning and an evening newspaper, and on the market we know just what we are to advertise and have newspaper ads 365 days ahead of schedule.

Having our advertising and display schedule to work by we next had the problem of getting the customer's attention.

A letter signed by Mr. Stewart was therefore sent to all customers on our books and to all other pros-

pects we thought would be interested.

"Present conditions demand conservation and economy in all lines," read the opening paragraph. "The labor situation in the home as well as in the factory is fast becoming acute. The use of electrical household appliances to economize on time and labor is a real saving.

"May we call your attention to the inclosed bulletins, etc.

"We have many satisfied customers who gladly testify to the actual saving in time and labor, as well as the reduced wear-and-tear on the clothes.

"We will gladly demonstrate these labor savers at your convenience."

On the day before these letters were sent out, our newspaper ads and displays were tied together, and advertised appliances were given the most prominent display in the store and each customer's attention was called to some special feature of the advertised merchandise.

TELEPHONE REINFORCES LETTER

When the circular letters were mailed, a copy of the name and address of each one receiving the letter was written on a card with the telephone number. On the morning the ad appeared, and the letter was received Mrs. Doe also got a telephone call and was informed of the special display of labor-saving devices, and invited to visit the showrooms and inspect them.

If Mrs. Doe did not appear within forty-eight hours she received a personal call from a salesman, and the details of the visit were noted on the records, showing whether she appeared "interested" or not.

If now in the salesman's opinion she is a good prospect, letter No. 2, reproduced herewith, was mailed within seven days. The same method of procedure was followed until Mrs. Doe was "sold" or listed as "cold," and nine out of ten times the personal call results in a profitable sale.

This system is now working and is giving profitable results.

SHOW WINDOWS WITH REMOVABLE FLOORING FOR DISPLAYING LARGE APPLIANCES

Our next problem was making display rooms attractive.

Our store had to be arranged so as to get business. That's what we were here for.

Our show windows, of standard height, were arranged so that the goods were displayed about 2 ft. above the sidewalk.

The windows at that height were satisfactory for displaying flashlights and table lamps, but when a washing machine was put in, the passer-by could see only the motor and the outside of the tub. He could not see the inside of the machine.

A carpenter was called and at a

Thomas A. Stewart Co.

Shop and Fixture Studios
69 Pearl Street
Hartford, Conn.

Dear Madam:

The only thing that has kept you from ordering a "Thor" Electric Washing Machine long before this is that

—you are still a little in doubt as to its value

—you still hesitate to believe that it offers positively the biggest value that your money can purchase.

There are a number of ways in which we might once and for all remove your prejudice, your doubts, your misgivings:

—we might show you a list of over 40,000 satisfied users

—we might show you the stream of more than half a thousand unsolicited testimonials.

But we have a better plan by far.

You are to try the "Thor" Electric Washing Machine in your own home—at our risk.

The Washer will be delivered to your home, ready for use. Then put it to the test—as thorough—as severe—as you wish.

If the washer does not more than please you in every particular, simply notify us to remove it at our expense and the trial will not cost you a penny.

Could we offer anything more fair and liberal?

Accept this offer today. Simply reach over to your telephone, and tell us when to send the Washer and our demonstrator, and we shall prove to you that you have been wasting a lot of valuable money and time, every day, and missing as great and continual a convenience as the telephone.

Charter 148—is the telephone number.

Newspaper "ads" and window displays may be tied up carefully in a sales campaign, but may still fail to gain the attention and interest of a prospect-to-be. Here's where a good letter, like the one shown, can be used with excellent results.

small expense the windows were so arranged with a removable bottom and sides that a washing machine could be displayed from the sidewalk or store-floor level and the inside could be seen.

Next, the wooden panels below the large glass were removed and window glass was substituted and arranged so that signs, painted on white paper, with a flashing light directly back of them, would work to good advantage after dark.

These signs in the lower panels are changed to tie up with each window display.



"On the left upon entering our first room, a sectional bookcase has been used to good advantage for displaying flashlights, automobile lights, silk shades, and other small articles. The drawers in the bottom of the sectional bookcases hold various types of automobile and flashlight bulbs."

A lamp sample board was put over our cash register, displaying lamp sizes from 10 to 100 watts. This arrangement has proved to be a lamp sales builder.

On the left upon entering our first room, a sectional bookcase has been used to good advantage for displaying flashlights, automobile lights, silk shades, etc.

The three drawers in the bottom of the sectional bookcase have a board with holes to hold various types of automobile and flashlight bulbs. This arrangement gives us a large assortment of lamps always where the customer can see them, and it has done away with opening up of lamp boxes and has saved a lot of valuable space.

The cupboards beneath the counter contain flashlight batteries, Mazda bulbs, silk cord, batteries, sockets, heating appliances in boxes, etc.

On the right-hand side as one enters the store a display of heating appliances is kept and on this counter the displays are changed each week.

The table in the center of the room is used to display a few articles to which we wish to call particular attention. It is a sort of a bargain table and is used to good advantage when displaying a vacuum cleaner.

Our "brown room" is devoted

to displaying ceiling fixtures, wall brackets, floor lamps, and metal reading lamps. The wall above the plate rail is covered with tapestry, and Jacobean furniture has been used to match the surroundings.

The center of the room has a table with a comfortable chair drawn up

to it. This table, the salesmen find, is a very good place to put a table lamp and show the buyer "just how it would look" at home.

A small writing desk and a telephone are also available for the customer's use.

Our "green room" is equipped with semi-indirect lighting fixtures, brackets and silk shades with wood bases only.

This room is supplied with furniture to match the other room, and we have a table for the display of a silk shade.

A display board for semi-indirect bowls, lamps, etc., is used in both the green and brown rooms, both rooms being carpeted to match the surroundings.

"ELECTRIC KITCHEN" SHUT OFF FROM MAIN SALESROOM

Our electric kitchen, situated in the rear of the store, contains an electric range, ironing machine, several washing machines and vacuum cleaners, irons, grills, heaters, etc., all connected ready for immediate demonstration.

We find that this sort of display will sell goods, as the kitchen can be shut off from the other parts of the store and a prospective customer is able to receive attention from the salesman without interruption from



"On the right-hand side as one enters the store a display of heating appliances is kept and on this counter the displays are changed each week. The table in the center of the room is used to display a few articles to which we wish to call particular attention. It is a sort of bargain table."

other customers. This isolation also helps customers to feel that they are not taking too much time, and so in the end helps to create "that buying impulse."

The cellar is used for the keeping of extra stocks of lamps, appliances, cleaners, etc.

The contracting materials are kept in a separate building from the retail store, and in the Stewart shop, at least, a customer is never interrupted by an electrician going through the store with 20 ft. of circular loom trailing behind him!

SWEeper CAMPAIGN PROVED THAT "IT PAYS TO ADVERTISE"

Now to go back to consistent newspaper advertising.

We started with a vacuum-cleaner campaign which proved that it pays to advertise.

Our advertisements started in November of last year, and since advertising commenced we can show an increase of 35 per cent in store sales over last year. *"It pays to advertise when you back it up."*

An afterthought of the advertising campaign was the slogan: "Let us solve your washing problems." It happened in this way:

About 10.30 one morning we had about three customers in the store, all to be waited on at once. While doing up a package I glanced



"Our 'green room' is equipped with semi-indirect lighting fixtures, bracket and silk shades with wood bases only. This room is supplied with furniture to match the other room and we also use a table for display purposes."

towards the door and saw two nuns from an institution approach the door. They seemed to have difficulty with a number of bundles, as they tried to open the door, so I hastened to hold it for them, and, relieving them of their bundles, bade them to be seated until the other customers had gone.

After a lapse of about five minutes I was at liberty to devote my time to them.

They wanted to ask about the washing machine we had advertised.

I asked them about the kind of work it was intended for and was told that they had an institution with about 170 rooms in it and that the linen was washed three times a week.

"LET US SOLVE YOUR WASHING PROBLEM"

The nuns were from a French institution which operated a home for working girls. One of the nuns was the Mother Superior and spoke only French, but the other spoke English and acted as interpreter. I explained the washing principle to them and explained that I personally would be pleased to visit the institution *that afternoon* and help them to "solve the washing problem." They seemed pleased at this suggestion and made the appointment.

That afternoon I visited the institution and was directed to the laundry, which was situated in the basement of the building. Here I saw eight of the nuns scrubbing clothes on washboards, and in the center of the room there were five more ironing with sad irons.

After noting the conditions under which they were working and ask-



"Our 'brown room' is devoted to displaying ceiling fixtures, wall brackets, floor lamps and metal reading lamps. The center of the room has a table with a comfortable chair drawn up to it. This table, the salesman find, is a very good place to put a table lamp and show the buyer 'just how it would look' at home."

ing a lot of questions I found that each room had the bed linen changed twice a week, and learned that the linen consisted of two sheets, two pillow cases and two towels to each room.

As there were 170 beds, there had to be washed each week 2720 pieces.

The laundry was surely working overtime. Washing 2720 pieces was no "cinch" for thirteen nuns, not counting ironing, so something had to be done.

The washing problem was a serious one for them, as it had to be taken from a labor and time standpoint, for the nuns do not receive a cash

ground service—all from backing up our advertisement that "Stewart Service Saves," etc., and a willingness to show what a washing machine would do for them, backing up our advertisement of "Let Us Solve Your Washing Problems."

After the machine was installed and working (which was four days after my call) I visited the laundry to see how it was working out, and I found that instead of having to wash every day in the week they are now doing all the washing and ironing in four days. Moreover, they are ironing with electric irons, saving money on gas for ironing, and

And so I have come to the conclusion that "service" does not mean something for nothing, but does mean "Good advice—Good goods—Good attention at a fair price."

And that explains why we are still advertising "Stewart Service Saves" and "Let Us Solve Your Washing Problems."

Have Something to Show

Salesmanship is harder work when you carry a line of samples and have to pack and unpack them every day or oftener. Even a small sample case makes more work. The easy way is to carry nothing but a line of talk and a pad of order blanks and possibly a catalog,

There are some salesmen looking for the easiest way. They seem to think more about how to save labor than how to land the most orders. Just as sure as any business man begins to consider how to get along the easiest way, he begins to slide down hill, because the easiest way always goes in that direction,

The fact that you can sell a lot of goods and make a good salary and stand pretty well up on the house list of salesman without carrying any samples does not prove that samples would not make more sales for you. You may find it possible to sell from verbal descriptions or from catalog pictures but you can't sell as much that way. No salesman can.

There are always some customers who haven't enough imagination to be able to think what an article really is like, even if you are the most able salesman and have taken the very utmost pains in your description. There are some who don't know much about a thing after seeing a picture of it.

When you depend upon talk entirely, you appeal to just one of the customer's senses—hearing. When you have a picture, you make a slight appeal to his eyes as well. When you have the goods, you make the strongest kind of appeal to all the senses involved. He can see the goods as they are and he can feel of them and look at all sides of them and understand the construction. Quality stands out in good goods, actually shows as it never can in mere pictures or even in a wonderful flow of language. Have something to show.



Our electric kitchen, situated in the rear of the store contains an electric range, ironing machine, washing machine, vacuum cleaner, iron, grill, heater, and other appliances all connected ready for immediate demonstration.

remuneration, as they are only furnished with food, clothing and lodging.

I had about an hour's talk with the Mother Superior and the housekeeper and required but a few minutes to show them the big saving in time and wear-and-tear on linen by using an electric washer.

The conclusion of our talk showed that the only obstacle in my way was that the building did not have electricity, and the nearest source of energy was about 175 ft. distant.

But when I left that institution I had an order for a \$425 washing machine, some electric flatirons, and the wiring order for the machine and irons, besides the 175-ft. under-

devoting two days gained by "doing it electrically" to other house duties. The laundry is not so hot as before—everybody had a smile on her face—they were happy—the electric light company was pleased at getting a new customer—the "boss" was happy for making a fair profit—we did as we advertised—and backed it up—and I was happy for "pulling the trick."

The Call of Humanity

is "Join the Red Cross"

What Are Central Station Plans for Next Year?

Letters from Many Cities Indicate the Resumption of Sales Activity on a Larger Scale than Ever Before—What It Means to the Jobber, to the Contractor and to the Dealer

THE sudden coming of victory and the evolution from war to peace bring many problems to the electrical men in every community. The most important is the first to come to everybody's mind, the question, "Will the central station industry go ahead at once, rebuilding depleted sales organizations and throwing its energy again wholeheartedly into market development?"

If the central stations do, then every member of the electrical family in every town will be affected. If the central station drives hard for new domestic customers, then the contractor meets a rush of wiring orders, the jobber has increased demand for materials and supplies, and the dealer notes immediate improvement in appliance sales. If the central station puts its impulse into power development, it reacts again. Or again, a campaign for appliance selling immediately inaugurates a general popular awakening to the "Do-It-Electrically" idea and every man who sells household devices is the better off for it. The plans which are now being formulated among the lighting companies are, therefore, of vital interest.

ELECTRICAL MERCHANDISING recently sent a letter to a number of central station men, active in commercial thought and achievement, asking them what they were planning for the coming months. "What are you going to do," was asked, "about rebuilding your sales organization? What is going to be your policy toward appliance selling and general market development—commercial and industrial as well as domestic? Do you plan to resume leadership in this work or are you going to tread water for a while or pass the merchandising function to the contractors?" The answers that have come are seemingly all of one

mind, speaking an attitude of confident purpose and full expectation that the year to come will be a most successful chapter in the history of central station selling.

E. R. Davenport, sales manager for the Narragansett Electric Lighting Company, of Providence, writes:

We made absolutely no change of any kind in our merchandising methods throughout the period of the war, excepting that we bought unusually heavy stocks on account of the uncertainty of future shipments with possibilities of price increases. We so well covered ourselves that our margin of profit has been a handsome one and a much larger margin than we can expect to make next year under different conditions. To give you an idea of the way we covered ourselves in merchandising, we ordered ten carloads of washing machines, 3500 flatirons, 1000 radiators, 1000 fans and 2000 portable lamps. We also placed one order with one manufacturer for \$20,000 worth of miscellaneous appliances, such as toasters, grills, etc., and a \$15,000 order with another. We continued our aggressive policy, making no changes in it whatever. We continued the easy-payment plan on all our merchandise. We maintained our force of help as usual. In so far as the future is concerned, there is nothing left for us to do but continue always trying to do better each day. There is no problem of rebuilding our merchandising organization.

Regarding the rest of our sales organization, such as our lighting department, let me say that on account of the war this department has been disorganized and we have made little, if any, attempt to secure new business; in fact, we have been handicapping it by discontinuing our house-wiring campaign and also requiring customers to finance extensions, as most of the central stations have done. We didn't lay off any of our salesmen in this department, but vacancies caused by salesmen leaving us for military service have not been filled. We are slowly and gradually taking our men back as they are discharged from the government service. We expect to rebuild our lighting department until it attains the point of efficiency it had reached

before the war. All of these conditions apply equally to our power department, which will have to go through the same process of reconstruction. And while at this writing our company has not yet officially removed any of the bans on new business, I expect that it will within the next few days, thereby putting us on a peace basis.

You note a marked difference between the merchandising department and the lighting and power departments. These are all conducted as separate divisions of our sales department. The profit on the sale of merchandise for the first ten months this year paid the entire expenses of the merchandising, lighting and power departments, and left a surplus of \$10,000 to the company, so you will see that our sales organization during this year cost the company absolutely nothing and in addition paid a dividend of \$10,000. We also have a surplus this year of \$10,000, due to the decrease in cost of our power and lighting departments, representing largely the saving in wages of those men formerly employed in these departments but who left for government service. Next year as we resume the rebuilding of these departments the expenses will naturally increase, but I feel very confident that for 1919 the profits on the merchandise sold will pay the entire expenses of the whole sales organization so that there will be no net selling cost to the company whatever. I feel this way because our 1917 business showed the profits on merchandising within \$17,000 of the entire expense of the sales department, and if we could gain that amount in 1917 we ought to be entirely self-sustaining in 1919.

There is one lesson that I think many central stations have learned since the war began, and that is to conduct their sales departments on a profitable basis by merchandising goods at retail prices instead of cut prices, as has been done so often heretofore. And they have also learned another lesson; that is, that it pays to conduct their merchandising business on a truly merchandising basis.

Here is a condition where the recovery during peace will automatically accelerate lighting and power sales as the men come back. There has been no other organization re-

action from the war. In another Eastern city there is no hesitancy in so far as market opportunity is concerned, the only question being a plant capacity consideration. This man says:

Our policy is being decided upon at the present time. It is entirely a question as to whether we can finance and install, before next winter, increased station and distributing capacity. If that can be done, we will immediately build up our sales organization, and will energetically go after new business. With regard to our policy toward appliance sales, we will continue our pre-war schedule. We are about completing a very fine, new and large electric shop and we do not intend to, as you state it, pass the merchandising function over to the contractor.

NO SACRIFICE OF ECONOMY

From Baltimore, C. A. Magee, manager of merchandise and domestic sales of the Consolidated Gas, Electric Light & Power Company, writes:

We shall rebuild our sales organization as rapidly as business conditions will permit us to do so without sacrifice of economy or efficiency or of our high standards of business service. We expect to make no changes in our merchandising policies. We have consistently retained our position in the trade here, in our strictly merchandising activities, our volume of sales having been maintained at its accustomed proportion of the total volume of business done. We may or may not resume house wiring.

From Newark, N. J., F. D. Pemberton, assistant to the new-business agent for the Public Service Electric Company, says:

We have already outlined our plans for increasing the efficiency of our present organization and will increase the present number of sales people as soon as conditions warrant our doing so. Our policy will be the same as it has been in the past, that of active sales work according to modern methods of merchandising. We do not anticipate any change in our policy in regard to our continuing the sale of electric appliances.

W. A. Wolls, manager of the new-business department of the Columbus Railway, Power & Light Company, in Columbus, Ohio, sees the same prospect of good business as men and merchandise become available. He writes:

At the present time we have no definite program for new business promotion for the coming year; however, we expect when men are again available to rebuild our sales organization and continue the selling of electrical appliances.

The Call of Humanity



is "Join the Red Cross"

Further, in regard to electrical appliances, we have not experienced difficulty in continuing their sale, but have had great difficulty in obtaining the appliances from the manufacturers. When general conditions will permit, we expect to continue leadership in appliance sales, as we have not as yet had sufficient reason to pass the appliance merchandising business to the contractors and dealers, but do now, as in the past, enjoy the best of co-operation in the sale and exploitation of electrical merchandise.

With the ending of the war practically all munition manufacturing has ceased, in this and we believe in all other industrial centers. Because of war requirements we have lost much load, and therefore we now have considerable power capacity which it will be necessary to sell to manufacturing and commercial houses upon their resuming peace-time production.

INTENSIVE DEVELOPMENT OF PRESENT CUSTOMERS

Another large company operating over a wide territory in the West is getting ready for redoubled sales effort, primarily in the intensive development of present customers. The letter from this company states:

We expect to reorganize our sales department and it is our intention to put on quite a number of new men. Preference will be given to those men who left us to go into the service. Already several of them have advised us of their plans to come back into commercial work. When we get reorganized, we expect to push all classes of business harder than ever before.

Regarding conditions—my optimism rises and falls daily. In the last analysis, however, I believe that there are wonderful possibilities for new business. By that I do not necessarily mean the addition of new customers. But I am looking at the entire situation from the point of increasing the balance sheet, and I believe everyone agrees that this is the most important end to be accomplished.

Perhaps the broader angle on the situation, however, is indicated by the point of view of the large operating companies that get their evidence from and build their policies on the reports of large and small utility properties located at widely separated points. Yet their outlook is quite as confident of good times

ahead. George Williams, for instance, of Henry L. Doherty & Company, who guides the sales development of the Doherty companies from coast to coast, says:

The appliance sales of our companies will run about \$2,500,000 this year, which is about 35 per cent increase over the appliance sales for 1917. Of course, we have lost a number of men from the sales force, but have done the best we could in replacing them. These departments have never done so well financially as in the past year. Most of them are on a self-paying basis, and for the past few months the aggregate results show a credit to operation from their profits on merchandise sales. The only retrenchment during the war was enforced by some of the companies being unable to get the right men to fill the soldier vacancies.

We will add more men to our sales force in the coming year, which ought to result in a larger volume of trade. It has been easy to sell goods during the past two years. Nearly all these communities are rather "flush" because the mechanics and average residents never had so much money to spend before. The contractors have had very much the same experience where they had the inclination to go after the business. We have practically no issues with contractors because we sell our goods at equal or higher prices than they do.

And this, in the main, is the attitude of the other big utility groups.

POLICY IS TO HELP INDEPENDENT DEALERS

W. H. Hodge, of H. M. Byllesby & Company, writes from Chicago:

The electrical sales policy of the Byllesby companies for the next year or two has not yet been definitely planned. I anticipate, however, that as soon as construction materials recede to a reasonable price we will push the sales of electric energy as in the past. Our policy, as you know, is to conduct the business in a way tending to build up and strengthen independent dealers in appliances and also the wiring contractors. Inasmuch as this policy has been a success, resulting in genuine co-operation between the company and dealers and in the sale of a satisfactory quantity of merchandise, I do not believe that we will depart from it. I presume that we will continue, as in the past, to exert effort along lines needful and desirable, wherever and whenever the circumstances require, always doing so in a way which recognizes the importance of the functions of dealer and contractor.

So far as the organization of sales departments is concerned, I will say that the most important part of these organizations has been maintained during the war, with one exception. In this instance the manager of the de-

partment is in the army. He will probably return in due course and salesmen will be added to the skeleton of his old organization which still remains. Speaking generally, sales reorganization will amount simply to the employing of individual salesmen of ordinary ability in various places and from time to time as the necessity arises for their services.

The Byllesby organization has maintained its original line-up quite substantially during the war, although we have a large number of men in the service. We have gone through the war period quite successfully, taking reasonably good care of public requirements, doing a large amount of financing without government assistance, performing a considerable amount of construction in the way of additions, etc., as demanded by public requirements which could not be avoided, and have suspended no interest payments on bonds or dividends on preferred stock issues. Our plan of customer ownership gained steadily through the war. In fact, in the Northern states properties the volume of sales has reached a point never approached in pre-war days. October was a good stock sales month. November was one of the very best since we started this kind of effort.

We realize that the end of the war means another drastic change in conditions dealt with by central station companies, but we see no reason why these other conditions cannot be met very readily without startling innovations or changes in policy. In the above, I am giving you largely my individual views inasmuch, as stated, the organization's policies have not been definitely decided upon or discussed to any great extent. I think the change to a status wherein the industry reaches out for business and initiates movements in serving the public will be gradual, but do not doubt that such a status will be reached eventually, as it is essential to the successful conduct of the business.

T. I. Jones, general sales agent for the Edison Electric Illuminating Company of Brooklyn, sounds the keynote, however, in these two paragraphs. It is the spirit underlying every opinion which has been expressed. He says:

Commercial men in our business, the country over, are the optimists in the organization, and naturally look forward to the future with confidence. I believe, with Mr. Edison, that the surest way to bring on depression in business is to nurture fears and act hesitatingly, and that the only way to insure a year of great prosperity is the determination on the part of every business man, big and little, to go ahead with absolute confidence in the future.

During the war, sales activities have necessarily been repressed. We have utilized our salesmen, many of us, in

war activities, to the displacement of company work, and now that these war activities are in a large part reduced I believe that we should speed up our sales organization. The salesmen of the country can do more than any other to provide industry with business and obtain that full degree of prosperity to which most of us look forward with confidence in the future.

Here, then, in these few informal letters is our evidence—proof that *your* point of view is after all the fixed opinion of the industry

throughout the country. The purely local factors on which you have been reckoning the coming business opportunity right in your town are found throughout the land in each community. Conditions may be different in part, but people think the same and business will be good. The central stations are preparing to go out energetically for business. Electrical men of every classification will share in the profits and the opportunities that it will bring.

The Red Cross Christmas Roll Call



The aim and underlying purpose of this campaign is to recruit under the banner of the Red Cross every loyal American no matter where he or she may live. "A large membership in the Red Cross means more 'Over There' than money," said Chairman Henry P. Davison upon his recent return from a visit to every battle front. It is hoped and expected that this great ambition will be realized. It can be if every patriotic man and woman makes it his responsibility to get universal membership in the Red Cross. The one big object of the Red Cross Christmas Roll Call is to register in terms of active participation the spirit of a nation. The spirit in question is personified in Red Cross membership. Every one is urged to make it unanimous. Have you joined? It costs only a heart and a dollar.

How My Save-by-Wire Campaign Won That Hundred-Dollar Bond

"I found that ninety per cent of the people knew what I meant when I started talking about convenience outlets. So it went, house after house. We sold a lot—my man Cassidy, the girl in the store and myself."

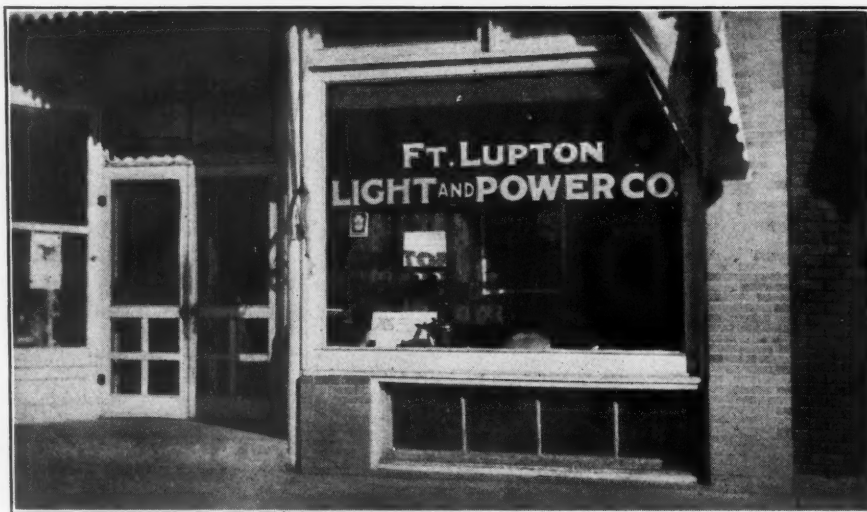
By P. D. SHEPPERD

Local Representative, the Fort Lupton Light & Power Company,
Fort Lupton, Col.

THIS is the way we did it. In the first place, the idea of a *Save-by-Wire* campaign sounded good to me as soon as I heard the Society for Electrical Development's suggestion. It fitted into the war situation and I believed that with this argument I could get more outlets into a lot of houses that were never interested before. Then when *ELECTRICAL MERCHANDISING* offered as a further prize a full-grown Liberty Bond to the man who told the best story of a campaign, I decided to go to it strong. A hundred dollars and interest will pay for quite a lot of work. So I studied the society's plan, sent for some of their good advertising material and dug in.

The Fort Lupton Company sells light and power to four small communities and considerable adjacent territory and does the necessary wiring. These towns are Fort Lupton, Plattville, Milliken and Johnstown. We have a total of 550 customers altogether, including business houses. Fort Lupton has a population of more than 600. They call me "Local Representative," but this sounds a little bit too modest. In fact, I am boss, head lineman, chief inside wireman, salesman, collector, meter repairman, trouble shooter, janitor, window dresser and stenographer. I have one man to help me and one girl. Our office is extremely simple, the furniture is very crude, our office girl is *not* pretty, but we try to keep things clean and tend to business. We're on the main street with a pretty good display window. Therefore, when we began on this campaign, I didn't figure that I had a running start for that Liberty Bond.

WHEN the "Save—Food, Fuel, Time, Money—by Wire Campaign" was announced last August by the Society for Electrical Development, a hundred-dollar bond of the Fourth Liberty Loan was offered by *ELECTRICAL MERCHANDISING* for the best story of a successful campaign. There were no limitations on the size of town, or number of selling men engaged. The idea was to give publicity to the campaign which exhibited the best spirit, the most enterprising interpretation of the "Save-by-Wire" sales plan and the most ingenious application of this war-time message. Many letters were received from men who had participated in the campaign, and felt that their efforts were sufficiently successful to merit consideration by the judges in the competition. Some came from large central station properties operating through big communities, some from contractors in large and small towns, but the bond was awarded to the local manager of the branch office of a small lighting company in recognition of the work he did in this small town, almost unaided. His story follows. It is strong in human interest and inspiration. The committee of award which pinned the rose on Mr. Shepperd numbered three members: A. J. Marshall, W. H. Morton and Earl E. Whitehorne, representing the National Electric Light Association, the National Electrical Contractors and Dealers' Association and the Society for Electrical Development.—THE EDITOR.



The Fort Lupton window was trimmed for the *Save-by-Wire* Campaign according to the suggestions sent out by the Society for Electrical Development.

We read our meters on the 27th of the month, and the first thing we did in this campaign was to attach to each meter slip an envelope addressed to the lady of the house, or at the business places to the person in charge of the electrical equipment. This letter contained the society's little booklet—"Why is an Outlet?"

and a multigraphed letter on the "Save—Food, Fuel, Time, Money—by Wire" idea with a little selling talk. The meter reader was instructed on the opportunities for conservation by the use of electricity so that he could back the letter up, and when he came in each house he handed the letter to the lady and

went on downstairs to read the meter. When he came up, he talked to her about it and tried to interest her further. If he saw no one when he entered the house he laid the letter on the table, and when the housewife returned and saw a letter there, her surprise made her open it and read. In this way we got our first message past the waste basket.

The next step was to have an advertisement printed on the back of our monthly statements and when the bill was paid the receipt was handed out with the ad side up—and this often gave a chance to talk convenience outlets, and we would show the customers the assortment of receptacles which we had installed on a nice board back of the display table. One of the society's red price tags marked the price of each, including the wiring. We had each of these receptacles connected by cord and plug to some appliance, also marked with a red tag.

Then we put slides in the moving picture house and I took the precaution to have one of us see about every show and check up to see if the slides were appearing. I told the picture man that we were doing this and as a result we found that our slides were run every night.

We dressed our window with a complete line of receptacles, with appliances attached to each one of them and one of the "Save-by-Wire" posters mounted in the frame which we have been using for all the war posters as they have come out. This was in the background. Also, we put the posters in the banks and all the stores that would let us; and most of them did, for we played up the loyalty feature strong. More of these posters were tacked up on our poles too, where they could be read from the sidewalk, particularly in the residence district. Then we backed this up with a half page ad in the local newspaper—which is a weekly—in the issue of Sept. 5. We made flat prices to cover all kinds of convenience outlet installations, and of-



Mr. Shepherd in the role of salesman, hotfoots it to the next house or store in line for his outlet arguments.

fered easy payments—25 per cent cash down, and the balance in three monthly payments with the lighting bills. It made it all plain and simple and made the understanding and the selling easy.

It did not make a big campaign, and I have no idea that any single one of the advertisements we used was good enough to make many sales. But the people kept seeing it and hearing it over and over and they would say "Here is something about Shep's outlet scheme again," and it worked.

In the meantime, of course, I was personally making a house-to-house



The Fort Lupton "trouble shooter"—alias P. D. Shepherd, rises to an emergency in his diverse day's work.

canvass, getting contracts, arranging easy payments, selling what appliances I could and making notes of prospects for a future canvass. I went at it pretty systematically and soon found out the way to close the business. I make it a point to know all my consumers, and in this little place you can do so. So as I went around I just stuck my head in the door

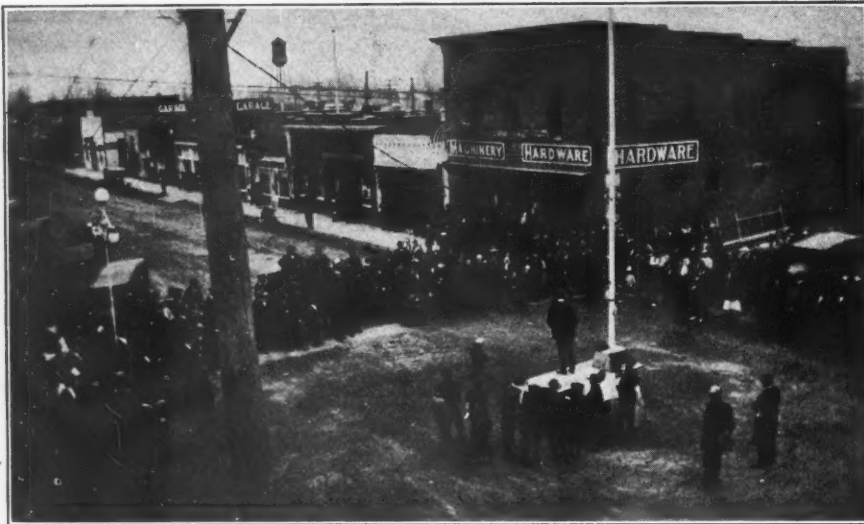
and called out for whoever it was I wanted. When I got the right person on the job I would start in and say my say. Here was what happened in one case, for instance:

"Mrs. Landell," I would say, "I have a swell idea that I want to talk to you about." And I said it as if I meant it. I knew that I had sold her a Hoover some time ago and I went to the linen closet, opened the door, and continued—"I want to put a convenience outlet right here, then with a hook along side to hang the cord on you only have to open the door, push out the Hoover and give it a kick and away you go with your cleaning. *You don't have to take out the bulb of your fixture, lay the bulb down, screw in the Hoover plug, tuck your waist back in your belt and then as you clean, worry about pulling the fixture down with this long cord when you clean over in a corner.*"

She listened and was interested. Then she said: "Mr. Landell and I have been seeing this convenience outlet thing every place we have been, and I certainly like that idea, and I want one of those two cord ones that you had the \$6 price on. That was a good idea."

"Oh, my goodness," I said, "that isn't the end of it. You should have this same thing upstairs, and one for that beautiful lamp that I saw in the closet. And now let's take a look around and see just what there is that can be made better and more convenient, for it is surely a fine thought to save the minutes at home that you may put them together in hours at the Red Cross room."

This was the second best argument in selling outlets. The strongest was



Behold Mr. Shepperd turning his talents to still another field. He says "Myself telling them how we licked the Hun, on the 11th of November. This view shows half of Fort Lupton. The other half is across the street."

the point about convenience. In the meantime, we walked around and I pointed out the things to do. But I impressed on her that she must not waste electricity. We didn't want her to use more than she needed just because she had more outlets; but we wanted her to use it whenever possible to save fuel, food, time or money.

"It is the little things that make the big ones," I told her, "just as Thrift Stamps grow into Liberty Bonds." I mentioned everything I could think of using in the different rooms as we went through the house.

Then she said: "My! What will this all cost?"

"Not nearly as much as a Liberty Bond," I said, "and you will have these things to help you all the rest of the time that you live in this house."

I took the orders one at a time.

"We'll put that one here for \$3," I'd say.

"All right, thank you." And so on through the house and when we got through I said, "Now we will put 'so much' of this on each month's bill, and in case anything happens to me before we get around to do this, I will ask you to please sign this order and I'll give you one copy, one to the workman, and we will keep one on file at the office."

I used a regular order form (reproduced here) and you will see that my line of talk was patterned after the one which was given in ELECTRICAL MERCHANDISING some time ago.

At another place, for instance, I opened up the conversation in the

same way, and the woman said: "No thank you, we have seen the advertisement and have talked it over, and have decided that we don't need anything, and can't afford it if we wanted it."

"All right, Mrs. Jeffers," I said, "this is certainly fine weather we are having. While I am here I would like to test your meter, if you don't mind. —Did you ever see how it was done? —See that black spot?—There it is, right in front.—Now with this 60-watt lamp turned on that spot should go by three times a minute—It doesn't go very fast does it?—It has to go by 3000 times to cost you 10 cents.—Now may I see your iron?—Where do you connect this, at the drop here?—It is not much of a job, of course, to connect this up, but a convenient outlet could be placed right here for \$2 and save you doing this fifty-two times a year or more, and besides it will save you the cost of several new sockets, as sockets are not made to control such strong current.

"See how fast the meter is going now?—With this rating on the name plate here we know that the black spot should go by 'so many' times a minute.—There is a funny thing about human nature, what a person doesn't know doesn't worry one, but now that you know the many things that this convenient outlet will do, don't you think you could spare \$2 to help yourself?"

SAVE FUEL FOOD TIME MONEY - BY WIRE

ARE YOU GETTING THE FULL BENEFIT OF THE AVAILABLE ELECTRICITY IN YOUR HOME? USE ELECTRICITY IN PLACE OF COAL OR GASOLINE—IT IS BETTER IN EVERY WAY. DURING THE MONTH OF SEPTEMBER WE ARE GOING TO GIVE REDUCED PRICES IN THE WORK OF PLACING

Convenience Outlets

A CONVENIENCE OUTLET CAN BE LOCATED IN THE FLOOR, IN THE BASEBOARD, IN THE WALL, IN THE CUPBOARD, OR ANY PLACE, ON THE DINING ROOM TABLE OR IN THE CEILING. THESE ARE PUT IN WITHOUT ANY INJURY TO HOME OR FURNITURE. THEY CAN BE PLACED ANYWHERE TO BE MOST CONVENIENT TO ATTACH YOUR STAND LAMP, NIGHT LAMP, TOASTER, PERCOLATOR, RANGE, WASHING MACHINE, CLEANER, OR IRON, AND THUS DO AWAY WITH LONG CORDS RUNNING FROM A LIGHTING OUTLET ACROSS THE ROOM. NO ONE EVER COMPLAINS OF HAVING TOO MANY CONVENIENCE OUTLETS.

PUT ONE IN EVERY ROOM, AND TWO OR THREE IN THE KITCHEN LOOK OUT FOR LITERATURE ON THIS FEATURE AND THINK WHAT YOU NEED. MR. SHEPPERD WILL CALL ON YOU THIS MONTH AND GIVE YOU

OUR SPECIAL OFFER

FOR THE INSTALLATION OF CONVENIENCE OUTLETS IN SEPTEMBER.

THE FORT LUPTON LIGHT & POWER CO.

PHONE 61.

FORT LUPTON, COLO.

This is the ad that Mr. Shepperd ran on the back of the monthly statement. It led to a lot of talk about outlets and helped to get the campaign under way and to keep it going.

"ORIGINAL"—To be given to purchaser.

The Fort Lupton Light and Power Company

FORT LUPTON, COLORADO

CONTRACT FOR PURCHASE

11/26/18

Name Mr. L. S. Landell Address Ft. Lupton

The following goods are to be delivered and installed at Residence

For which I agree to pay as follows \$12.00 on completion

\$12.00 on the next 3 light bills Total

\$48.00

The title to said goods in and shall remain in The Fort Lupton Light and Power Company until the whole of said amount is paid. If any payment on this account is not fully paid within two months from the date when due, the said Company, its agents, successors or assigns, at its election may enter any premises where said property may be found and take possession of and carry away the same without further notice or process of law, and further, any payments that have been made prior to time of default shall be considered as rent and liquidated damages for the use of same and said payments shall be kept and so treated by said company.

1-Recpt. Dowd. Hubbell, 3/6" from floor in linen closet
1-Flush Edison big fire place in Base Board.
1-Double Hubbell in S.E. Bed room upstairs
1-Hot point 3 Hot Grill + dishes

Signed

This is the form of order that was used in signing up the business for new wiring or convenience outlets in the Fort Lupton Save-by-Wire Campaign.

"All right," she said, "but I can't pay for it now."

"That will be O. K.," I replied. "Just sign here, and I'll phone down to the shop and the next time that Cassidy comes in I'll have him come right up here and put this in and then you can show Mr. Jeffers just how nice it is for you."

I found that 90 per cent of the people knew what I meant when I started talking about convenience outlets. Some mentioned the fact that my man Cassidy had said something to them. Others asked how that letter got on the kitchen table. Others mentioned the pretty pictures on the poles. Some had seen the "ad" at the movies.

And so it went, house after house, and we sold a lot of outlets. I sold 123 myself, Cassidy sold six, and the girl in the store sold forty-five receptacles. Out of this, sixty-three were put in at the flat price and we made money on all of them but three. We added 23 per cent for overhead to

the labor and material cost and got our real cost that way.

My fixed price was the only means by which our girl could close a sale, and she used my line of talk about "what people don't know doesn't hurt them, but here is something that makes lots of work by your not knowing it." Also she played up the shirt-waist difficulty and the socket trouble talk, and explained about the better heat. It wasn't so much what she said as the way she said it and the fact that nearly everyone knew in a general way what she was talking about before she started.

Our fixed prices ranged all the way from \$1 for a Benjamin plug cluster to \$12 for a flush baseboard receptacle on a separate circuit, and the total of all the wiring we did in the campaign amounted to \$769 up to Sept. 21, when I sent this story in, and we are still going strong. For we made this a straight campaign for convenience outlets, for that was the purpose, as I saw it. It wasn't

supposed to be just another idea to bring in some more appliance sales. But we sold appliances whenever possible, after the outlets were in, and this disposed of twenty-nine appliances, though we thought that our consumers were already overworked on appliance selling. These appliances included two \$95 ranges, one \$133 washing machine, four flat-irons, three sew-motors, two heat pads, five grills, six toaster stoves, two curling irons, a milk warmer and three fans, two of them being sold to the movie man. But that was just the start. Since then we have kept right on selling more appliances, just as we knew we should, to use on the new convenience outlets. We have sold thirty-one headlight heaters in four weeks, and a lot of other stuff.

The wiring work we got simply swamped us for a time, but it was worth it, even though I never expected to pull down that Prize Liberty Bond—for which I thank you.

Business That Awaits the Retailer

"Live and Help Live" Declared to Be a Better Foundation for Improving Relationships Within the Electrical Industry than "Live and Let Live"

By SAMUEL ADAMS CHASE

Special Representative, the Westinghouse Electric & Manufacturing Company

SPEAKING before a meeting of the Massachusetts State Electrical Contractors' Association last month, Mr. Chase, after paying a special tribute to W. L. Goodwin and the merchandising principles he has promoted, and presenting the background of merchandising activity, called attention in a very practical manner to certain selling opportunities now waiting development. Space limitations prevent the presentation of the complete address but the editors are especially pleased to emphasize the timeliness of Mr. Chase's remarks.

IN THESE DAYS of reconstruction, it is not strange that a spirit of unrest shall have found an entrance to the field occupied by the jobber and contractor-dealer. Lawyers of the highest eminence are persuaded that both the practice of law as well as the law itself are facing changes of a radical sort. A diploma, a small black bag and a sympathetic bedside manner no longer con-

stitute the essentials of a profitable medical career.

Change is the fundamental fact of economic progress. To recognize and accept the probability of a change is one-half of the problem; and to see its direction accurately provides the ultimate solution.

The inexperienced manufacturer of electrical appliances creates a sales policy of selling direct, for-

getting the jobber, and contractor-dealer, and says they are useless; cut them out; they are carbuncles on the commercial body; they are parasites; they toil not, neither do they spin. Many of you have heard this sort of statement.

Nearly every commercial line has been attacked by this fever with the usual losses to the manufacturer, the injury of the distributor and seldom in advantage to the consumer.

There is an old saying that "the longest way 'round is the shortest way home." Experimental short cuts often are costly. A multitude of greedy manufacturers have tried to sell direct at the jobber's price; a myriad of grasping retailers have tried to buy directly from the man-

ufacturer, with the jobber's discount. So they lock horns over this trifling middle percentage and upset the stability of trade conditions very greatly to their own loss.

I am familiar with some of your problems, not all, not nearly all. But I know the confusion caused by the electric light companies when they sell electrical merchandising appliances at cost in order to increase the consumption of current. I know about the pit dug by the local contractor—into which he himself falls frequently. But although I know something of your "hard trials and great tribulations," I know also that you should occupy an impregnable stronghold.

In the first place "Possession is nine points of the law." You may say confidently with Napoleon "I am here. I shall stay."

Secondly, "In union there is strength," and you will impress others through consolidating associations, as a united body.

Any plan of reconstructing the method of selling electrical merchandising appliances and through the co-operation and close alliance between the manufacturer, jobber, central station and contractor-dealer, distributing through natural and legitimate channels will place the electrical industry in a better relation to the trade than ever before.

It will make close friends of those who have sometimes been active enemies.

This would be no small accomplishment if there were nothing else; but it is only the first of a long list of benefits which will accrue—not only to the manufacturer but also to everyone interested in the electrical industry.

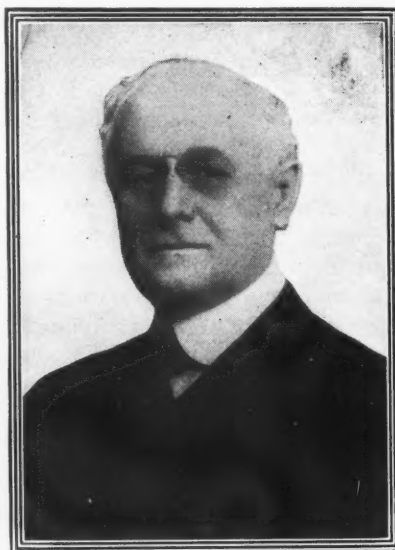
Why?

Because the policy will give balance and stability to the commercial phase of the business. It will establish a relation which is an improvement on "live and let live" since it is based on the idea of co-operation—"live and help live."

For several years, as you know, the condition of the electrical trade in some respects has been going from bad to worse. Not that we, as manufacturers, have not made money, or that the contractor-dealers as a class have been doing business at a loss. But any business which proceeds

along other than sensible roads, is conducted wrongly in that particular direction in which it diverges from the path of efficiency.

We know that you live under a competition so severe that only the most robust and aggressive contractor-dealer can survive. We know that the dealer is as necessary a part of the electrical trade as the manufacturer or the jobber in the sale of electrical merchandising appliances. And, with this knowledge set clearly



SAMUEL ADAMS CHASE

before us, we propose to do our utmost to assist toward reconstructing the highway of business.

Where there is a rut, we'll get out of it; where there's a steep grade, we'll go around the mountain; where there's a chasm we'll bridge it; and where there's a long detour, we'll build a short cut.

In the grand orchestra of electrical business, the smallest retailer should find a place in which to play his piping piccolo and the manufacturer and jobber should co-operate to the fullest.

But, gentlemen, there is one important member of an orchestra we must not forget; that is the leader. So why not assume the leadership of all the contractors of the United States united in one body?

If it is desirable, it may be feasible. If it be feasible it may be done. But it will not be done by merely talking about it, or wishing for it. There must be preparation; the music must be written; the instruments

tuned and the performers trained. There must be team-work in the best sense. There must be mutual confidence, as well as individual courage. Utilize those qualities; combine them in the way that you can and you need have no fear for the result.

MAN GETS BUSINESS WHO GOES AFTER IT

On the other hand, there is no folly greater than to fool oneself; and it is folly to assume that the distributor has a vested right to any business. He must make his claim good by performances, and he cannot perform successfully without a clear knowledge of his powers and limitations.

The manufacturers and jobbers must first get the dealers' lively sympathy and then his active co-operation, and he must assist in creating a demand for electrical merchandising appliances and do all things which are vital and necessary to merit the business.

One of the principal criticisms of the manufacturer in the past has been that the average contractor-dealer does very little to create a demand for the sale of household and other electrical appliances to the consumer. In other words, he is not a merchant.

If the contractor-dealer will become a real merchant, there is no department of selling in which the manufacturer and jobber shall not be ready and anxious to help him, and suitable advertising matter will be furnished, salesmen instructed and attractive window displays suggested and the manufacturer, jobber, central station and contractor-dealer go hand in hand down the road of business prosperity.

OPPORTUNITY FOR SALE OF MOTOR-DRIVEN APPLIANCES

I believe it pertinent at this time to emphasize that the manufacturers believe that the electrical dealers have not been as active as they should be in the sale of motor-driven devices and there is a great possibility in this field.

Take, for instance, six of the commonest electrically operated machines used in the home—the washing machine, the sewing machine, the ironer, the vacuum cleaner, the fan motor and the polishing and

grinding motor. All of these classes of apparatus have been developed to a high degree, are manufactured in very large quantities and should be used wherever electricity is available.

SPECIALTY AGENTS SHOW POSSIBILITIES OF THESE SALES

The fact that the electrical dealers have overlooked this possibility is noticeable since a number of new concerns have sprung up which do nothing but handle devices of this kind, adding to their line a full line of heating apparatus. Such dealers can now be found doing a profitable business. Their stock in trade consists of an attractive display room in a district frequented by women on their shopping tours. These dealers usually do some advertising, and in some instances solicitation through the residence district.

The electrical contractor-dealer has been slow to get into this particular field, and I believe that in order to handle devices of this kind he must have an attractive store, he must be in a position to do extensive solicitation, considerable newspaper advertising and render services from time to time in connection with such devices as he has sold.

It is true that either an attractive display room or else a system of house-to-house canvass and furnishing samples free of charge are necessary. Newspaper advertising has also been effective, if the advertisements are properly timed and carefully prepared. The question of service is furthermore necessary, but the successful electrical dealers make their service feature one for building up additional business. In other words, their service men who go out to repair or adjust any device sold, open up sales for other classes of apparatus. They distribute literature and report prospects to the office, which are followed up systematically and energetically.

SERVICE AN ESSENTIAL PART OF ELECTRICAL RETAILING

A good illustration of this service feature is that pursued by a concern out West which has recently put on the market a farm-lighting outfit. The sales organization of this company considers that it is just starting when it sells the farm-lighting outfit. It follows up the prospects with all

The Call of Humanity is "Join the Red Cross"

sorts of electrical devices, such as fans, house pumps, washing machines, ironers, sewing machine motors and small motors for general power purposes. The prospect becomes a regular customer of lamps. He, undoubtedly will make extensions in time in his wiring and will require supplies. Thus, the organization becomes the sole supplier of the farmer's needs along electrical lines. If more of the electrical dealers would pursue such a policy as this they would, undoubtedly, build this business up enormously.

It would pay the electrical dealers to get in touch with the manufacturers of small motors and electrically operated devices used in the home. On the most expensive of these, extension time-payment plans are now worked out which enable the householder to finance purchases which he could not think of financing if it were necessary to raise the necessary cash.

DESPITE HIGHER LIVING COSTS MORE APPLIANCES ARE WANTED

This is the time of great economy. Tens of thousands of electrically driven washing machines are being sold each year, and this number is increasing in spite of the increased cost of living, due solely to the fact that they are reliable labor savers. Many a housewife is dispensing with her laundress. This means a direct weekly saving which will pay for an electrically driven washing machine and ironing outfit, before many weeks pass by.

Likewise, in the sewing machine motor, there never was a larger demand than there is at the present time in connection with the large amount of clothes that are being manufactured and the enormous amount of Red Cross work which is being done. These small arguments apply to the other devices I have named, and there is no question in our minds but what the next two or three years will show an increasing demand for labor-saving devices.

The electrical dealer has not been alive to this situation in many localities. Manufacturers have had to establish their own branches for retailing these electrically driven devices, and as pointed out, a special class of dealer has sprung up simply because the electrical dealer has not realized the opportunity and modified his business methods to meet this new condition and established attractive retail stores.

Mr. Chase concluded his address with a definite appeal to the contractor-dealer to organize locally a small committee to get things done. He suggested that it be called a Trade Promotion Committee and that it consist of "a distinguished buyer, a mature and widely-popular salesman, a financial man of experience, and an advertising man." The president of the local contractors association would be a member of this committee, ex-officio.

The committee would co-ordinate local effort and keep in touch with the national headquarters.

Reducing the High Cost of Forgetting

J. C. Marron, who runs an electrical store and contracting business in addition to a farm-lighting business at Rock Island, Ill., is using an inter-office communication form that makes it difficult to forget. The sheet is about 5½ in. by 8½ in. and is of plain white stock. The inscription at the top says, "Inter-office communication—Don't say it—Write it." The sheets are made up in pad form. The standing rule is that men in the offices shall use this method of imparting information, even if it is necessary for the man who writes out the message to deliver it himself.

The valuable point about this method is that it assists in *getting things done*. It reduces as far as possible those errors of omission that so often result in the offices of busy men who are frequently interrupted. When one of these sheets is delivered to a man's desk it stays on the desk until the matter in question has been entirely and satisfactorily attended to. As long as it lays on the desk it is a constant reminder of a job that must be done. It keeps the man from forgetting that job.



When the history of the present reconstruction days is written up for this and coming generations, the words "Atlantic City" will appear again and again. For it was here, on Dec. 4, 5 and 6, that 5000 American business men, representing nearly 400 war

service committees, met to plan for the solution of reconstruction problems facing practically every industry within the United States. This Reconstruction Conference was assembled by the Chamber of Commerce of the United States.

Electrical Men at Atlantic City Join Reconstruction Movement

Leaders of the Industry Are Finding How to Adjust Problems of Electrical Construction and Merchandising to New Conditions Involving Materials, Money and Labor

REPRESENTATIVE electrical manufacturers, central station executives, jobbers and contractors were present at the Atlantic City Conference on Reconstruction of the Chamber of Commerce of the United States.

Below is presented in brief summary some of the salient features of the convention touching the electrical trade.

Five thousand business men gathered at Atlantic City on Dec. 4, 5 and 6 to discuss with the war service committees of the various industries the problems of reconstruction that face business. The war service committees were assembled through the courtesy of the Chamber of Commerce of the United States, under the direction of W. H. Manss, director of the War Service Committee of the Chamber.

The general meetings addressed by President Harry A. Wheeler of the Chamber of Commerce, Charles M. Schwab, Secretary Redfield of the Department of Commerce, John D. Rockefeller, Jr., Paul M. Warburg

and others were an inspiration to the men in attendance. The meetings resulted in a group of resolutions touching national problems, but in addition, in discussion at group meetings, many problems touching the electrical construction and retail merchandising field were discussed.

CONSERVATION OF MATERIALS

A. W. Shaw, head of the Conservation Division of the War Industries Board, predicted a new kind of conservation—the abolition of wasteful industrial practices. Mr. Shaw expressed the opinion that it was not contrary to the spirit of the Sherman act for business and industrial interests to continue to work in co-operation to prevent wasteful duplication in styles, and the multiplication of stock sizes and varieties that have no real advantage in trade. He expressed the belief that the constructive work of the Conservation Division could be continued by the Department of Commerce.

Electrical manufacturers, present at the convention, in discussing the

same idea, expressed the opinion that some way should be found to continue certain accepted war standards in styles, sizes and designs that had been set up in order to prevent tying money up in stock and to give the public the fullest opportunity for taking the benefits of such standards. Opinion was expressed that these standards ought to be considered sensibly and sanely, but that they should not prevent the manufacturers from developing ingenious and effective new devices and supplies.

The greatest optimism was expressed in general meetings and in sub-meetings as to the price situation. Merchants were urged to recognize that prices undoubtedly would find a lower level, but that this readjustment would come over a long period. It was pointed out that it took fifteen to twenty years for prices to fall back to anywhere near pre-war levels after the Civil War and that there could be no price panic in this country if every merchant sold with this knowledge and did not cut prices through fear of

losing the inflated inventory value of his stock.

In this connection, the Chamber of Commerce passed a resolution favoring the idea that past-war taxes on stocks on hand be figured on the true inventory value at the time of the tax taking, and not on inflated book values.

Remarkable agreement as to broad policies of labor were expressed by the leaders at the convention. The platform, as advocated by John D. Rockefeller, Jr., and printed below, was enthusiastically acclaimed from the floor of a monster mass meeting of more than 5000 men.

Action at the Atlantic City Conference should be particularly significant to electrical employers of labor, because of the forward stand taken by the Conference Club at Pittsburgh the week before. At that meeting, John A. Cole, vice-president of the Lord Electric Company, read a paper

on the "National Agreement" in which he recognized labor's right to organize and advocated that the constructing electrical engineers employing labor enter into the so-called national agreement with organized labor. A committee was appointed to consider a conference at once with the International Brotherhood of Electrical Workers.

Another practical method of meeting the question of labor and wage relation was suggested by H. P. Kendall, who recommended that each industry organize wage adjustment boards consisting of equal representation of labor and capital on each side, and which should determine in advance, wages, bonus and conditions in which both parties have a common interest.

COST KNOWLEDGE

War has taught business men to limit wastes. A real cost system is

a probe for wastes. So important was this question considered that it was the subject of a special resolution which passed unanimously.

Business men in all lines, at the Atlantic City meeting, expressed unusual interest in the need of getting vital statistics, and if the electrical retailers, contractor-dealers and the central stations will get on common ground in cost accounting many of the selling price problems will be cleared up.

Emphasis was placed at the meeting on the importance with proceeding with public improvements, highways, buildings and so on. It is probable that within the next six months we shall see a resumption of building trade activity. Many plans have been made during the period of the war and millions of dollars for building purposes is awaiting favorable conditions in money, materials and labor.

Mr. Rockefeller's Labor Creed

1. I believe that labor and capital are partners, not enemies; that their interests are common interests, not opposed, and that neither can attain the fullest measure of prosperity at the expense of the other, but only in association with the other.

2. I believe that the community is an essential party to industry and that it should have adequate representation with the other parties.

3. I believe that the purpose of industry is quite as much to advance social well-being as material well-being and that in the pursuit of that purpose the interests of the community should be carefully considered, the well-being of the employees as respects living and working conditions should be fully guarded, management should be adequately recognized and capital should be justly compensated, and that failure in any of these particulars means loss to all four.

4. I believe that every man is entitled to an opportunity to earn a living, to fair wages, to reasonable hours of work and proper working conditions, to a decent home, to the opportunity to play, to learn, to worship and to love, as well as to toil, and that the responsibility rests as heavily upon industry as upon gov-

John D. Rockefeller, Jr., in Addressing the Conference Proposed That Industry Subscribe to This Creed

ernment or society, to see that these conditions and opportunities prevail.

5. I believe that industry, efficiency and initiative, wherever found, should be encouraged and adequately rewarded, and that indolence, indifference and restriction of production should be discounted.

6. I believe that the provision of adequate means of uncovering grievances and promptly adjusting them is of fundamental importance to the successful conduct of industry.

7. I believe that the most potent measure in bringing about industrial harmony and prosperity is adequate representation of the parties in interest; that existing forms of representation should be carefully studied and availed of in so far as they may be found to have merit and are adaptable to the peculiar conditions in the various industries.

8. I believe that the most effective structure of representation is that

which is built from the bottom up, which includes all employees, and, starting with the election of representatives in each industrial plant, the formation of joint works' committees, of joint district councils, and annual joint conferences of all the parties in interest in a single industrial corporation, can be extended to include all plants in the same industry, all industries in a community, in a nation, and in the various nations.

9. I believe that the application of right principles never fails to effect right relations; that the letter killeth and the spirit maketh alive; that forms are wholly secondary while attitude and spirit are all important, and that only as the parties in industry are animated by the spirit of fair play, justice to all and brotherhood, will any plans which they may mutually work out succeed.

10. I believe that that man renders the greatest social service who so cooperates in the organization of industry as to afford to the largest number of men the greatest opportunity for self-development and the enjoyment by every man of those benefits which his own work adds to the wealth of civilization.

Twice within the last two weeks have the men who are leaders in the electrical industry been brought face to face with definite recommendations for working out a satisfactory solution of the labor problem. One was embodied in the address of John D. Rockefeller, Jr. at Atlantic City. The other recommendation was made to the Conference Club at Pittsburgh by John A. Cole, who

presented a "National Agreement" to govern the relation between electrical engineers employing labor and the electrical workers themselves. Action has already been taken on this "National Agreement" and Mr. Rockefeller's "Labor Creed" cannot fail to have profound influence on the thought and action of the country during present and coming reconstruction days.

What a Woman Customer Thinks About Lighting Fixture Display

If She Insists on Buying Electrical Fixtures the Way She Buys Her Gowns, What Are You Going to Do About It? Here Is a Big Suggestion That May Help You

By W. E. BAYARD

LAST summer up in one of the suburbs of Boston, a little cottage was erected by *The House Beautiful*, which is a "home" magazine. The house was built and the stages of its construction described and illustrated from month to month, as a demonstration of how to build a house. It was to be the first of a series of model-house-building experiences which would study and expound the problems of design and equipment in different types of dwellings. So the cellar was dug, the walls were raised and the house was finished, step by step, and the time came to buy electric fixtures. This was in the hands of a young woman of the editorial staff, "Miss Readers' Service." Here are her adventures with the obstacles which prevalent methods of fixture selling now place in the way of the purchaser, and a suggestion for removing them.

When the progress of building Home No. 1 had reached the lighting fixture stage, I visited one of the largest and best-known fixture dealers in the East with the purpose of making a selection for the whole house, from cellar to attic. I started fresh at 10 o'clock in the morning prepared to spend at least a couple of hours at this shopping because I had decided that every fixture must be chosen carefully.

DIDN'T INTEND TO MAKE MY SELECTION IN HASTE

I explained to the salesman who was assigned to me (and I may say that he was a most interested and courteous gentleman) the problem I had on my hands—to choose moderate-priced fixtures for a small Colonial house—fixtures that were simple, dignified, and in good taste, as was demanded by the character of the house. We studied the floor plan which I brought with me and on which the outlets were marked. "We'll take one room at a time," he said, "beginning with the living room." This sounded interesting.

He conducted me up a stairway which literally bristled with lighting fixtures—every available inch of side walls, railings and ceiling was used to display some form of globe or lantern. Then we threaded our way through aisle after aisle of stalagmites and stalactites. Dangling bowls and crystals hung to within an inch of my hat and my skirts brushed against rows of lamp shades of all descriptions. "This is what I should recommend for the living room," my salesman was saying. I blinked and tried to fasten my gaze on what he was pointing to. Yes, it was a nice looking fixture. "And here is another of a similar style which you may prefer." I looked again but on the way to the second fixture my eye traveled over a dozen others which weren't the sort of thing I wanted at all. I looked back to the first one and then over to the second, but I could get no comparative values.

FACE TO FACE WITH A NIGHTMARE OF FIXTURES

Then we went into a room about 15 ft. by 15 ft. in which there must have been 200 fixtures on the side walls, ceiling and floor. Everything from a ballroom chandelier to a bedside candle was displayed there.

"Couldn't you let me see some of these small Colonial fixtures by themselves?" I queried. The salesman was obliging but helpless. "All the rooms are like this," he said. They were.

"I simply can't spend any more time on this to-day," I said. "I'll have to come again."

What I really meant was that I had a headache and had reached the stage where I couldn't tell a Colonial bracket from a French torchère. I fled from the store and discovered to my horror that it was actually 12 o'clock and that I had selected in all two brackets for the living room, one for the bathroom and a lantern for the front door!

When I had fully recovered from that experience I took a look around at the shops of other dealers in lighting fixtures and at each place I found the same conditions. The shops literally bristled with fixtures. You couldn't see the woods for the trees. I be-

came indignant at the thought that people who try to buy lighting fixtures must be confronted with such inefficient methods. It reflects, of course, upon the trade who are either ignorant of or inattentive to the psychology of salesmanship.

A woman wouldn't stay five minutes in a shop where they displayed gowns this way. When you go into a modern establishment, there is hardly a gown in sight. You tell the saleslady what sort of gown you are looking for and then she brings them out one at a time, so you can really see them. The undesirable ones are quickly eliminated—taken promptly out of your sight, in fact—and only the ones you want to consider are left for comparison.

Why not an appropriate setting for lighting fixtures? Why can't we be shown a Colonial bracket on a panelled wall or even on a plain paper and quite apart from a heterogeneous mixture of other styles and periods? Surely the lighting fixture trade would profit thereby. Had I been shown my Colonial fixtures in this way I should have bought more than \$100 worth in less than two hours.

WHY SHE DISLIKES THE DEALER'S DISPLAY METHODS

Of course, the first impulse of the man who sells fixtures, on reading this will be to say: "Oh, yes, that's very well, but *she* doesn't know. She is not in the fixture business. She does not know the difficulties we have to meet in displaying fixtures. A woman may think she ought to buy fixtures just as she buys gowns, but she is wrong. She doesn't know." And there you have the attitude that has dogged and hobbled the steps of the electrical industry ever since the first engineer first tried to sell goods. It is the same old fault of deciding in advance how the public *ought* to buy a thing instead of finding out how people would *like* to do their selecting and their buying.

Here is a case, after all, quite typical of the market—a young woman buying fixtures for a small house. She had never purchased electric fixtures before, but all her life she had been shopping. There was no mystery, no difficulty about it—until she came to fixtures. There all the rules were broken. All her well-formed buying habits had to be laid aside. She said to the fixture dealer: "I want to buy fixtures for a small colonial house." The dealer's attitude

diversified stock of beautiful fixtures he could collect, the most complete display, an exhibition of the greatest possible number of styles and types and finishes. That is what *he* wants to see in a fixture store, and so the industry has developed a class of handsome, ornate, luxurious fixture shops, more museum than store, more puzzling than helpful.

The young woman who has raised the issue says that she would prefer to purchase fixtures as she buys

stock in a stockroom out of sight, with each fixture wired with a receptacle cap attached, ready to be brought before the customer, plugged in and lighted. The customer could be comfortably seated in a simple room. The four walls of the room could be papered or paneled in different styles to provide variety of harmonious background. The customer could face the wall that harmonized with the wall that she was to equip. She could compare, elim-



When a woman tries to select the electric lighting fixtures for the new house (and more women are doing the selecting every year) she finds herself utterly bewildered by the variety and number of fixtures which almost literally fill up the average electrical shop from floor to ceiling. In such a maze as this, careful and satisfactory selection is almost an impossibility. The woman says, "This is the way I do not want to buy."



When a woman tries to select a dress in her up-to-date clothes shop, she sees only one dress at a time. A careful saleswoman keeps the other dresses in the background or out of sight altogether. Each dress is displayed by itself and to the best advantage. The woman says, "I want to select electric lighting fixtures the way I select a dress." What are you going to do about it?

was: "Well, here are all kinds of fixtures for every kind of house. Wade in and dig out what you want if you can find it." It is the common practice in fixture stores. But is it right? And if it's not right why should it go on?

The fault has been that the fixture dealer has tried to please himself. He has worked to realize *his* ideal and not to meet the idea of the woman-who-comes-a-buying. He has striven to achieve the most elaborate and

gowns, by having the kind she needs brought to her, so that she can calmly judge them undistracted, comparing and eliminating and selecting with assurance and conviction. And why shouldn't we buy them that way?

Lighting fixtures do not have to be all massed before the customer. The dealer is not compelled to have them covering the walls and ceilings of every room. As a matter of practical store management and operation, it would be quite as easy to keep the

inate and make selection without all the bewildering handicap that the usual fixture shop subjects her to.

Of course, the fixture man with his natural pride in his beautiful shop will balk. How can he change? Why *should* he change? There is a reason though—I think. It is a simple reason but a forcefully one to any man who will be honest with himself. He should change his system because the women want him to.



You could see that the crowd was skeptical. They turned a sort of a fishy eye on Sanders. "What kind of a bunco game is this?" they asked themselves. "Is this guy going to try to sell us something right here in the Chamber when we're full of lunch?" It was a Missouri crowd all right, but Sanders was old enough to know it and he met the situation well.

Sanders Extends His Fix-it Service to Fourteen Factories

He Obtains a Speaker for a Chamber of Commerce Luncheon Who Sells the Idea of Improving Electrical Efficiency in Factories, and Follows Him Up with an Offer to Make Inspections and Recommendations

By EARL E. WHITEHORNE

I COULDN'T help smiling to myself. There we sat at the speakers' table. Sanders at the left and I on the right of the toastmaster, or whatever it is you call him when you don't have toast. I had kidded J. P. a little the last time I had been in Middleboro looking over his new "War-Time Laundry Service." I had called him "Wallingford." Now, for the life of me, I couldn't help thinking that here we were true to character. J. Rufus Wallingford and his dear friend Blackie Daw about to spring a get-rich-quick scheme on the assembled manufacturers of Middleboro.

I had not expected to be back in the bustling little Ohio city so soon again, but here I was the guest of the associated bustlers themselves, about to be introduced as a visiting sage by the High Chief Bustler—no

less. It was all most unexpected, but I was more than pleased to be there to witness the unfolding of another chapter in the story of J. P. Sanders. Sanders, as readers of ELECTRICAL MERCHANDISING will know, was a chance discovery, an electrical contractor-dealer with a good electric shop, but best of all a good head and a strong heart. He had made a record on a local "save-by-wire" campaign. Then together we had planned a way to tie the contractor into the war-time situation and he had instituted a "War-time Fix-it Service" for the homes of Middleboro that went over with a bang.

On Tuesday morning my telephone had rung and a strange voice had said: "This is the Chamber of Commerce in Middleboro, Ohio." I got on the wire.

"This is Mr. Granger of Middle-

boro, Mr. Whitehorne," said the voice. "I am president of our local Chamber of Commerce. I am going to ask a great favor of you, but first I'll let a friend of yours explain the situation." Then came Sanders' voice.

"Hello, E. W."

"Hello, J. P."

"Do you eat much on Thursdays, E. W.?"

"It all depends on who pays the waiter, J. P. What is the excitement?"

"Well," he said, "I want you to be a good scout and sleep on the train to-morrow night and talk to the Chamber of Commerce here on Thursday. All expenses paid. It's this way. President Wilson couldn't come, at the last minute, or whoever it was, and I've been telling 'em about you and the great message you've got for manufacturers and they want you

to come and make the day a *real* success. Will you come?"

"You're a liar, J. P., and you know it!" I said. "You are getting ready to spring something on the poor helpless business men of Middleboro and you want me to do the ballyhoo. But I'll come if you say so. I take it, you want to extend your 'Fix-it Service' to the factories, is that it?"

"That's the stuff," Sanders shot back. "I'll meet you at the train. Now talk to Mr. Granger."

I did—and Mr. Granger extended a most cordial invitation to come out and address the Chamber and apologized so well for calling me as a substitute that I felt like a hero.

SPREADING THE "BETTER ELECTRICAL" IDEA AMONG FACTORIES

So I got a hair cut, put on my best clothes and out I went, but the train was held up by a freight wreck and instead of making Middleboro at 10.30 o'clock it was 12.15 when we pulled in; and there was Sanders on the platform and Granger too. The luncheon was scheduled for 12.30 so there was nothing to do but jump in Granger's limousine and go right to the Commerce Building. The hour or two I had expected to spend with J. P., learning my part, had flown, but we had about two minutes in the washroom and he spilled it in my ear.

"This is too bad," he said, "to have to spring it on you this way. I couldn't say anything, of course, over the phone, with Granger there, but thought we'd have the whole morning."

"Well, what is the dope?" I asked. "I'll wiggle through somehow."

"Sure you will. It's this way. A congressman was going to speak. He got the 'flu.' I went to Granger and told him about the work that I am trying to do in spreading more efficiency through the factories by better electrical equipment. Said, of course, I couldn't talk because I had something to sell, but that I knew a man—and so on. He saw that with the labor situation as it is, and high costs and reconstruction coming, it was a live issue and called you right up. Now what I want —"

Granger's voice broke in—"Here, you fellows, hurry up. Everybody's tongue is hanging out. Come on in."

So we went. I was introduced to a few of the bald heads who sat at the

end table, and we sat down and began to eat. It was a typical gathering—a lot of gray heads representing the old established firms, a lot of middle-aged native sons, a lot of youngsters, chaps who have come in with outside industries and settled down in Middleboro. There was the regular, small city know-everybody atmosphere. About eighty men had gathered to listen to the stranger, just as they did every other Thursday noon. They represented the business wealth and power of a thriving community. They didn't intend to believe what they heard unless they wanted to. And there, apparently, was Wallingford, Daw & Company in the traditional role.

We ate our pie, and Granger stopped telling me the inside history of Middleboro, and pointing out the prominent characters, and said, "Now, Mr. Whitehorne, I think this idea of Sanders is sound. I'm going to ask you to expound the principle and theory and then I'm going to break one of the customs of this Chamber and call on Sanders to explain how he can help." Then he introduced me and I talked for about twenty minutes.

I outlined briefly the industrial conditions—labor shortage, high cost of everything, transportation troubles, priorities restrictions—which had brought about the present pressing need for every possible efficiency in operation. I pointed out the fact that though the war had stopped a few days before, the scarcity of labor would continue for some time, the price of raw material would come down slowly—in other words, the cost and difficulty of manufacturing would not be much relieved for a while and might be further complicated by tendencies of the reconstruction period. In short, my point was that no possible efficiency, however small, however incidental, should be overlooked; no opportunity for insuring against delay or accidents to work or workers should be ignored; and I told them of some of the things that electricity had been achieving for industrial efficiency during the war, through improved illumination, safety switches, better motor equipment, and more electric heating appliances. It is an interesting story to manufacturers at any time, and especially right now. It is a story that though old

and matter-of-fact to electrical men, has in the main been little thought of in its detail by the other fellow. There was no lack of attention and apparent interest. When I sat down, the inevitable perfunctory applause was hearty enough to make me feel that at least I hadn't disgraced J. P.

FOLLOW THROUGH BY FINDING WHAT CAN BE DONE

Then Granger got up. "It is customary," he said, "at these Chamber luncheons for the chairman to make a few remarks when the speaker of the day concludes and to dismiss the meeting. I feel to-day, however, that in view of the urgency of the issue which we have been considering, that this time we should go a step further and try to crystallize the good advice which Mr. Whitehorne has given us into action and get some direct practical benefit at once. For that reason and purpose I have asked J. P. Sanders to follow for a few minutes and talk to us about what we can and should do here to-day to apply these opportunities. I have talked it over with Mr. Sanders and am impressed with the broad spirit with which he views the situation here. I believe we should follow through by finding out what can be done along these lines in every Middleboro factory represented here to-day. Mr. Sanders, gentlemen."

You could see that the crowd was skeptical. They turned a sort of a fishy eye on Sanders. "What kind of a bunco game is this?" they asked themselves. "Is this guy going to try to sell us something right here in the Chamber when we're full of lunch?" It was a Missouri crowd all right but Sanders was old enough to know it and he met the situation well.

"Gentlemen," he said. "I am a bit reluctant to get up here and say any further word, not because it is not proper or because I have the slightest doubt that you will welcome the suggestions I am going to make. I simply fear that I may not have the gift of expressing myself that will satisfy the natural prejudice that you all feel. We have been talking about equipping factories electrically. That is my business. 'What's up?' you naturally want to know."

"But this does not disqualify me from talking to you on this subject. Mr. Gray, there, manufactures shoes.

We all wear them. He would sell any one of us who wished to buy. But in spite of this, I think we would all be glad to listen to Mr. Gray if there was a shoe message that he felt we should receive for the good of the community and never accuse him of endeavoring to take advantage. I am confident that you are going to hear me in the same open-minded way.

MORE OUTPUT FROM LABOR AND MATERIALS

"At the present time in the factories of Middleboro, we are short of labor. Everyone of you is feeling the effects of this. You can't get enough men and girls and those you have are too expensive. If I could aid you manufacturers to get more output from your present labor, I would be helping Middleboro.

"At the present time in Middleboro factories, raw materials are very hard to get and very expensive. It is limiting production. It is putting costs and prices way up out of sight. If I could help you to cut down your present waste of this material, I would be serving the general interests of Middleboro.

"Now, it is only because I know that electricity can accomplish both of these things to a greater degree than you believe possible, and because I know that I can assist the individual application of this benefit in your separate factories that I am following Mr. Whitehorne's interesting talk with a perfectly informal offer, from one member of the Middleboro Chamber of Commerce to the others. I cannot relieve you of the remaining restrictions of the Priorities Board. That will come soon, but I can't hasten it. I cannot speed up the railroads. I cannot make the army send your young men back till it is ready. I cannot rub a magic lamp for you and reduce the cost of labor and materials. Direct relief in these ways we must wait for.

SANDERS TELLS WHAT CAN BE DONE AT ONCE

"But in the meantime, I *can* do something, something important, the most vital something that *can* be done. I can cut your costs, and increase your supply of labor and materials, by pointing out where you can eliminate a lot of waste, that now is going on in many little ways, in

many unnoticed places. If this could be done in every factory in Middleboro, it would help business in Middleboro, enough to make it worth the while of any Middleboro business man to do his utmost to bring it about, and it is in this spirit that I am going to offer myself. I am going to offer to come to your factories one at a time and make a careful search for these opportunities to improve your operating efficiency in little ways, either by improving your electrical equipment or doing more work electrically, or both. When I have had my look, I will come to you personally and talk it over and point out what I find and recommend. Then I'll put my hat on and come away. Whether you act on my advice or not is up to you—whether it means any business for electrical contractors in Middleboro depends on you, and I will be content to take what share of it may come to me.

"To be a little more definite, the things I am going to look for are little things like these:

"1. Places where better selection of lamps and reflectors, better placed about your factory perhaps, will improve illumination. This may save you considerable money on your cost of lamps and on your cost of light, and actually stimulate the workers. The present light may be hindering the work by straining eyes and causing headaches. Better light will stop it and speed up work, decrease spoilage and reduce cost of production.

"2. Places where at present exposed knife switches may be risking an accident, a burned hand that will lay off a man you can't spare, or a fire that might shut down the whole department for hours. You should be protected against it.

"3. Places where a little motor can do a job now done by hand, or rearrangement of machines or their motor drive might save labor or expense.

"4. Places where some electric heating appliance can speed the work or free a worker.

"Such points as these sound vague, too obvious and simple to bother with. How can an outsider come in and point out these inner details? But after all it is the outsider, with the specialized experience, who *can* come in like a hound with his specialized nose and find the things you overlook through familiarity.

"Now, gentlemen, this isn't a thing

we can settle by talking about it. But I have seen it accomplish enough in other factories to make me know that it is worth my time. So I am going to devote half of each day for the next few weeks to visiting Middleboro factories on invitation, to point out how in each specific case the good advice which has been given here to-day can be applied. Anybody who wants to book me up right here after this lunch can do so. I am going to do this work as a member of the Chamber for the benefit of Middleboro. If it helps the community, it helps us all."

Well, J. P. talked straight from the shoulder, frank and open, and it got them. When he sat down he got a hand. Then Granger got on his feet again and thanked Sanders and thanked me most cordially and thanked everybody for coming, and school was out. We walked into the smoking room and I met a lot of men and I saw a lot of them go after Sanders.

THE FIRST RESULT IS FOURTEEN APPOINTMENTS

Granger was very hospitable and wanted to motor me around to see the sights, but I told him that I had only an hour and really wanted to talk some stuff over with Sanders, and we got away. As we climbed into his car, he said, "Well, how many appointments do you think I have made already to inspect factories in Middleboro?"

"You say it," I answered.

"Fourteen, so far."

"Good Lord, J. P.," I exclaimed, "will you be able to do it?"

Sanders squinted one eye in his big round face and says, says he, "Can a cat drink milk on Thursday? Of course I will do it, just as any live contractor in any other town can do it. I am an old enough bird at this game to see things in a factory when I look for them. If I go and look 'em over and point out ways to save real money—and I will—there isn't much danger of *all* the orders going to someone else, is there? There will be some profitable accounts coming out of this—but still I was honest when I said that I was glad to do it as a member of the Chamber for the good of Middleboro."

"You were, J. P.," said I. "I believe you yet. I swear I do."

Plotting a Curve on Overhead

Chicago Estimators' Association Trying to Provide an Easy Method of Getting the Correct Overhead Percentage for Jobs Ranging in Cost from \$200 to \$500,000

NOT content with working out unit cost data and developing standard estimating forms for electrical contractors, the Electrical Estimators' Association of Chicago has recently turned its attention to the problem of overhead. The purpose of this progressive association has been to provide an easy method of getting the correct overhead which should be charged into jobs of all sizes from \$200 up to \$500,000.

In striving to carry out this purpose the association has plotted a curve of overhead percentages for jobs ranging in cost between \$200 and \$160,000. A portion of this curve is shown in the illustration on the following page.

Some contractors who read this article will doubtless accept this curve as a sort of measuring stick in charging their overhead. To these contractors a word of caution should be given at once: Be sure to remember that overhead in this curve is expressed as a percentage of the cost of installation. It is not expressed as a percentage of the selling price, or the volume of sales. Hence if you use this curve, make sure that the overhead you charge is a percentage of your cost of installation, not of something else.

Other contractors will accept this curve not as an actual scale for charging overhead, but will accept it for its suggestive value only, and as a step toward the final solution of the overhead problem, not as the solution itself.

A summary of the association's work on overhead was presented by E. L. Morley of the L. K. Comstock Company at a conference of estimators and contractors in Chicago on Dec. 3. Mr. Morley, in presenting the estimators' point of view on overhead, said in part:

"The first question to present itself to your committee was: What is 'overhead'? Several descriptions

were given. One described it as the ratio of the annual cost of doing business to the total volume of sales; another, the ratio of the annual cost of doing business to the volume of sales less the profit; and still another, the ratio of the annual cost of doing business to the cost of labor and material installed during the year.

"Working with any of these descriptions gives only average percentages and therefore not the correct percentage of overhead to be added to the estimated cost of any particular installation, and that's the thing we're after.

"In all discussions of overhead, either written or oral, with which I am familiar, the statement is made that overhead determined in accordance with one of the foregoing descriptions for any year cannot always be safely applied for the next year, as the volume of business may change and other conditions vary. This is at once an admission that the overhead percentage so determined is of little value.

"You also hear it stated that the overhead of contractors doing a large volume of business is less than that of the small contractor. This is true, but not the whole truth. Any large contractor who thinks his overhead on a small job is less than the small contractor's is fooling himself. The real reason for the large volume of business being carried on with a lower overhead is due to other causes than the volume. I will endeavor to make this clear later.

"The committee finally decided to accept the cost of installation as the base for expressing overhead.

DECIDING WHAT THE CURVE SHOULD REPRESENT

"A suggestion had been adopted that a curve of overhead percentages be plotted and it became necessary to decide what this curve should represent. The original suggestion was

to plot percentages in relation to the annual volume of business. This was at variance with the decision to use cost of installation as the base for expressing overhead. The point was also raised that a curve using installation cost would give only average results and therefore would not give the proper percentage to be applied to any particular estimate as installations of different costs carried entirely different percentages of overhead. This immediately started something and actual experiences were given showing that this point was well taken.

"An example is as follows: The John Jones Company calls up for an estimate on alterations and additions to wiring in its building. An estimator is sent and requires an hour or more to reach the location, waits fifteen minutes or so to see the proper party, spends an hour going over work, returns to office, makes up installation cost as approximately \$1,000. Estimator's time one day. What overhead should be added—the average? A contractor doing so and closing the contract will be losing money on that particular job unless the average estimated cost of installation of his jobs is \$1,000 or less.

"How many \$500 and \$1,000 jobs does a contractor figure on and how many of these does he close? A ratio of 10 per cent is probably high. The overhead for any particular cost estimate must include as nearly as possible the expense of estimating similar work which was not closed.

"Let us follow this job after it is closed by a contractor who has added 20 per cent to his labor and material cost for overhead and 15 per cent to this net cost for profit; result, \$1,380, a total of 38 per cent above estimated cost. The contractor has been fortunate, only estimating nine other similar jobs not closed. Each has had an estimating cost averaging not less than \$10, probably more. Fifty

per cent of the overhead is gone and the job only closed. Overhead has been working unobserved. It now gets busy in the open. Its first demand is a job ticket and this costs at least as much for a \$1,400 job as for a \$10,000 one, and probably more as there are no plans and specifications and the ticket must give an accurate description of the work. The mechanic is then made familiar with the work by either coming to the office or meeting the estimator or superintendent at the job.

"The material list is made up and orders sent out. The time and material cost for these items is much greater in proportion for the \$1,400 job than for the \$10,000 one. And so on along the line for superintending, bookkeeping, and all other items entering into overhead expense. When the work is completed, the overhead has been nearer 40 per cent than 20 per cent and all or part of the expected profit goes to overhead. The contractor does not know this as he has not separated his overhead for this particular job. At the end of the year, however, he realizes that his profits are not as great as he expected from what he considered liberal percentages added for overhead and profit on his smaller work.

OBJECT OF OVERHEAD CURVE

"After several stories similar to the foregoing and many discussions, a curve was developed by using a few points obtained from actual data given by members of the committee. From this curve I will endeavor to explain why these results are more nearly correct than the average percentages usually obtained.

"The curve is drawn in two parts. The more important part is drawn with the large divisions representing \$1,000 while in the other portion they show as \$10,000.

"Always bear in mind that the dollars cost shown represents the estimate sheet cost and that the overhead percentage is applied directly to this cost.

"By estimate sheet cost, or installation cost, is not meant simply the estimated cost of labor and material, but also includes all items directly chargeable to the job such as bond, if any, liability insurance, drawings, inspection, freight, railroad fares, board, etc.

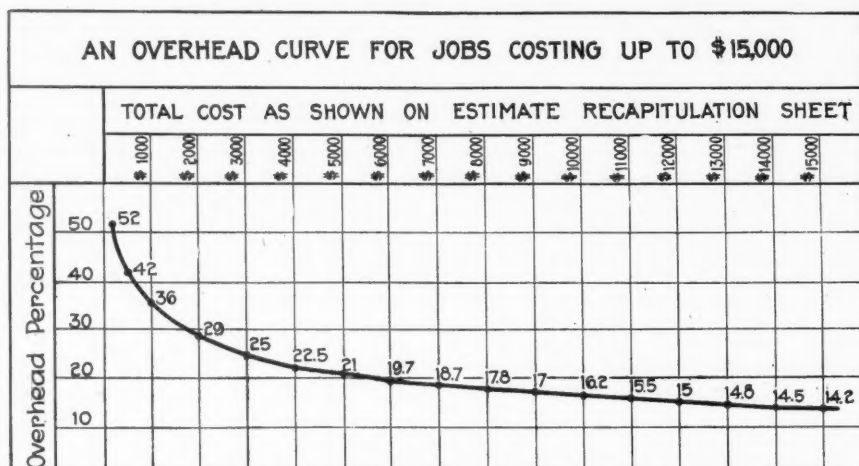
"The curve starts at \$200 with

52 per cent, falls rapidly to 42 per cent at \$500, 36 per cent at \$1,000, 29 per cent at \$2,000, 25 per cent at \$3,000 and is now falling more gradual to 21 per cent at \$5,000, 16.2 per cent at \$10,000 and 14.25 per cent at \$15,000. In the other curve we find a still more gradual decline to 13 per cent at \$20,000, 10 per cent at \$60,000, 9 per cent at \$100,000, finally reaching 8.5 per cent at \$160,000, and thereafter the curve is practically horizontal at 8.5 per cent.

"The small contractor doing an annual business of \$20,000 to \$40,000 will find his job costs falling on the curve from \$200 to \$5,000, with the

it is easy to check at the end of the year whether the overhead percentages are correct or not, by tabulating the cost of all jobs and applying to each the proper percentage of overhead according to its size. The total should approximate the amount the books show as the cost of running the business.

"Let us now turn to the application of the curve where the volume of business increases or decreases. If the volume decreases materially it is usually due to fewer of the large jobs and a portion of this may even be offset by more small ones. As the small jobs carry the larger overhead



Only the more important part of the curve of overhead percentages, plotted by the Electrical Estimators' Association of Chicago, is shown here. This shows the percentages as plotted, for jobs ranging in installation cost from \$200 to \$15,000. In this curve the overhead is expressed as a percentage of the cost of installation not as a percentage of the volume of sales. This fact must be kept in mind in studying or using the curve. The extension of the curve beyond \$15,000 cost runs as follows: \$20,000 takes a 13 per cent overhead; \$30,000 takes 11.5 per cent; \$40,000 takes 10.75 per cent; \$50,000 takes 10.5 per cent; \$60,000 takes 10 per cent; \$100,000 takes 9 per cent; \$160,000 takes 8.5 per cent; and from \$160,000 up the curve is practically horizontal at 8.5 per cent. In the curve shown, a \$200 job carries 52 per cent overhead; a \$500 job 42 per cent, and so on. Each percentage here set against a particular cost was worked out in conference in which a uniform classification of overhead items was used.

larger proportion near \$1,000 or less. From \$50,000 to \$100,000 the job costs will fall around \$2,000 to \$5,000. The large contractor doing \$250,000 to \$500,000 will find his jobs on the flatter portion of the curve from \$10,000 up.

"From this it appears that the lower overhead of the larger contractor is due not to the fact that the volume of business is greater, but to the lower percentage of overhead which the larger contracts carry.

"Irrespective of the yearly volume of business, each estimated job should be apportioned its proper overhead percentage, as determined by its size, instead of an average percentage obtained from the annual cost of conducting the business and the volume of business.

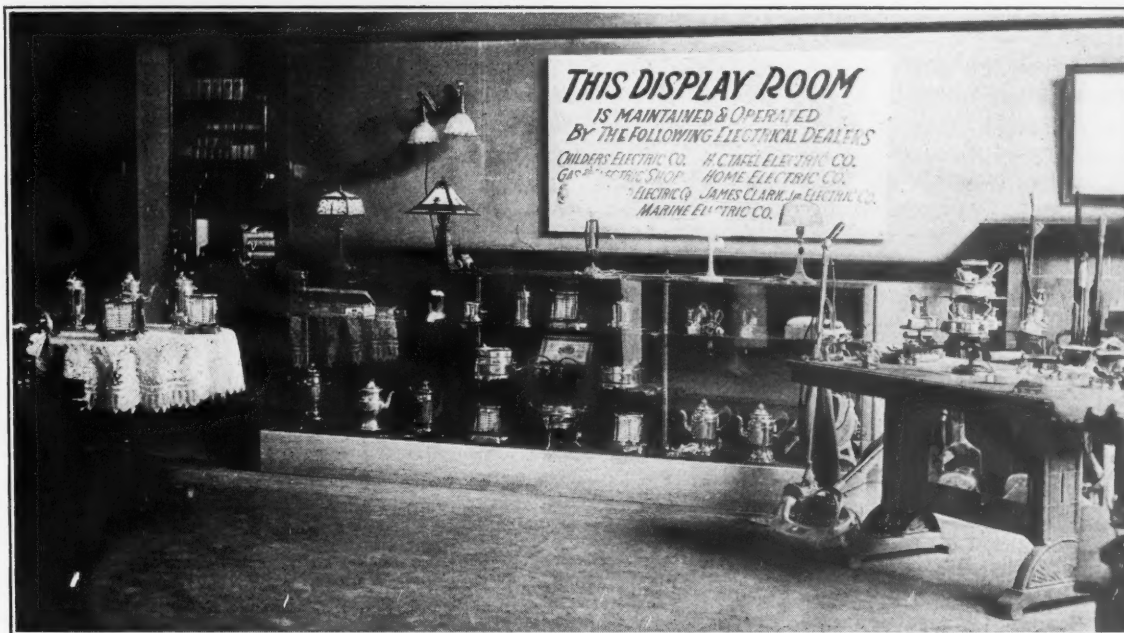
"In using a curve of this character

it is readily seen that the overhead tends automatically to adjust itself where an average percentage would not. This also applies to an increase in volume. The increase being usually due to more of the larger jobs.

"With this system of applying overhead it is evident that the large contractor bidding on the small work in competition with the small contractors should use practically the same percentages and in so doing, if he obtains the work, not rob the larger jobs of profit to pay overhead on the small ones.

"This system, we believe, will put estimating on a firmer foundation, stabilize quotations and improve the condition of the electrical contractors in general, which is the aim of all associations connected with the electrical industry."

Reducing Selling Expenses by Means of A Co-operative Appliance Display Room



The central station and the dealers in Louisville co-operate in maintaining this display room in the offices of the lighting company. Each of the co-operating dealers thus has an equal opportunity with his associates to secure the appliance trade of the lighting company's customers.

THE plan evolved by the Louisville Gas & Electric Company and the Louisville electrical dealers for a co-operative electrical appliance display room, which has worked out so successfully and satisfactorily for all concerned, may hold a suggestion for other utility companies and dealers.

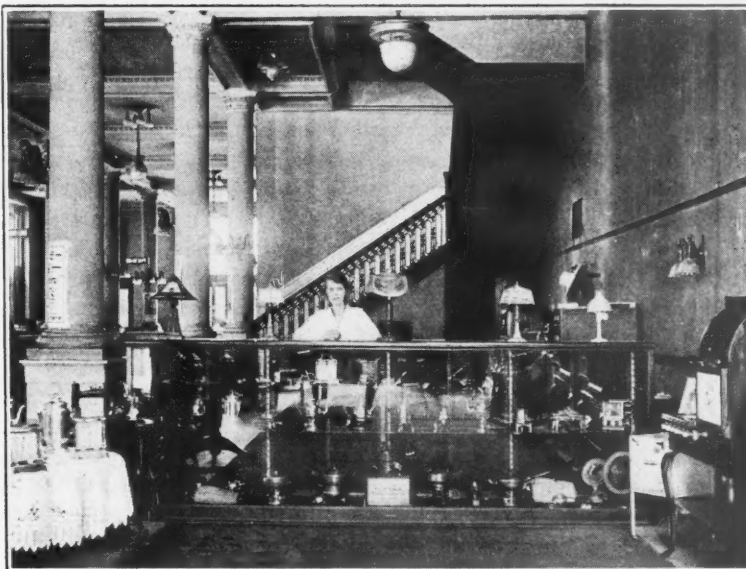
The display illustrated is maintained in the offices of the electric lighting company at 317 West Chestnut Street, Louisville, where customers are attracted to it every time they call at the office. It has been featured in the company's newspaper and bill advertising in the past, and circular letters frequently direct attention to the completeness and charm of the display room.

While each of the co-operating dealers is provided with a glass showcase and space for his individual line, the general arrangement is pleasing and inviting. A saleswoman is employed, the expense being divided among the dealers and

the lighting company. Sales are apportioned in accordance with the customer's wishes.

The local contractors furnish the actual stock, and each contractor's exhibit is accompanied by a placard designating ownership plainly so that the customer will know at a glance whose stock he is inspecting. No other expense is charged to the contractor except the salary which is paid to the saleswoman.

Appliances are not sold out of the showcases. Orders are simply taken and turned over to the dealer for the appliances selected by the customer. Each dealer is allowed to display any sort of an electrical appliance, including flashlights, etc.



The salary of the saleswoman is divided among the dealers and the lighting company. Sales are apportioned according to the customer's wishes.

The floor space is open for special demonstrations on any particular line upon application. Frequently manufacturers place demonstrations on this floor, the only requirement being that the article be sold through one of the interested dealers.

The cost of operating this co-operative display room has not been high, yet it has had a very desirable effect in stimulating the sale of electrical appliances, not only through the lighting company's office, but also through the dealers' stores.

Large appliances such as washers,

vacuum sweepers, ironers, etc., which require demonstrations in the home are sold through the company's salesmen. In this work the local dealers also co-operate, the orders received being turned over to them and they pay a selling commission on them.

Before the declaration of war by the United States definite and extensive plans for advertising and selling electrical appliances through this exhibit had been worked out, but these were held in abeyance, under government restrictions. As soon as possible, now, the plans will be carried out.

Selling 15,000 Lamps in Three Weeks

One of the First Co-operative Merchandising Campaigns by Central Station Commercial Men Sets a High Record—Another Campaign Is Planned

BY L. C. SPAKE

A GROUP of central station merchandising men headed by E. A. Edkins, Chicago, in the spring of 1918 agreed with a manufacturer of portable lamps to underwrite a large order of standard campaign portables. The idea was to produce a good reading lamp, pleasing in appearance and correctly designed from an illumination standpoint, and one which could be sold at a low retail price. Quantity production and co-operative selling were intended to play a large part in keeping down the costs. The original order was to have been for 30,000 lamps. Each of the underwriting companies was to have the privilege of taking its quota over a period of twelve months.

After arrangements had been made, serious difficulties due to the war situation developed. Materials were difficult to get, and orders were consequently scaled down until the actual production was between 15,000 and 18,000 lamps. Even these were produced with difficulty, owing to trying situations in the metal market and the glass market.

When all was in readiness, the campaign was announced in local newspapers, trade papers and popular magazines. The result was little short of marvelous. The entire order of 15,000 lamps was sold within a period of from three to four weeks,

instead of over a period of twelve months, as had been expected.

The public clamored for more lamps than were specified in the respective quotas of the underwriters. Retail and dealers' orders with checks attached came in from all parts of the country. Many firms in outlying towns, after writing the nearest central station underwriter, tried the more distant ones. Orders from Dakota were sent to Chicago. To have packed one of these lamps in Chicago and expressed it to Dakota would have run the cost of the lamp to about double its retail price.

One of the interesting facts about the campaign is that the manufacturer, while he made no money on the campaign, is very enthusiastic about its success. The working out of the plan has injected "pep" into a field that was absolutely dead. The action has been likened to an experiment in reclaiming farm lands, wherein the experimenters plant a barren tract rather closely with charges of dynamite, explode the charges and blow the field into the air, refertilize the part that comes down and later walk away with a tremendous crop. Moreover, there is some satisfaction in having created a lamp of which 15,000 can be sold in a period of less than a month. This feat is the more spectacular when it is realized that there are now in ex-

istence practically no numbers of so-called artistic reading lamps of which 15,000 have been produced.

But why all the fuss? What does the sale of 15,000 lamps—\$101,250 worth of merchandise—mean to such a big industry? By itself it does not mean much, but the principle of the thing is recognized as applicable to other merchandising ventures. That is what makes it important.

ELECTRIC SHOPS

Buy Now for Christmas—Avoid the Crowds—Stocks are Complete—Salespeople are Not Rushed!

Edward Miller Lamps, \$6.75
as advertised in the Saturday Evening Post

The beautiful table lamp illustrated is of genuine artistic merit, finished in antique bronze with 16-inch amber tinted opal shade. Made especially for the ELECTRIC SHOPS it is an unprecedented value at \$6.75.

Boudoir Lamp, \$5

Only an extraordinary purchase enables us to retail this wonderfully charming Boudoir Lamp at the remarkable price of \$5. Has adjustable nine-inch shade with amber glass panels.

Adjustable Floor Lamp, \$4.75

This one-light adjustable floor lamp is just the thing for the den, library or reading room. 41 inches high, 9-inch flexible arm with 6½ inch shade. Several attractive finishes. Especially low-priced at \$4.75.

Utility Desk Lamp \$2.50

One can always use a Utility Lamp for the writing desk, as a bed-side lamp, etc. We have priced this lamp exceptionally low to offer our customers a Utility Lamp within the reach of every purse.

All Telephones: Randolph 1280

Commonwealth Edison Electric Shops
72 West Adams Street
3646 West Lake Street
3127 Logan Boulevard
4523 Broadway
9163 So. Chicago Ave.

Fifteen thousand lamps of the kind shown at the top were resold within one month in the co-operative merchandising campaign in which this advertisement was used. Sales on the other three lamps shown were also heavy.

In fact, the same group of men are planning another campaign of the same kind but on a still larger scale. The proposition will lend itself to wider selling effort than did the lamp which sold for \$6.75, because it will be possible to include differentials for resale, and to work on less narrow margins. Moreover, this group of men see opportunities in the appliance field that are equally attractive to those offered in portable lamps. That is what makes this campaign worthy of thought by every merchandising man in the electrical industry.

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

Volume 20—December, 1918—Number 6

PUBLISHED BY MCGRAW-HILL COMPANY, INC., NEW YORK

More Commercial Brains in Retailing

A SURVEY of the retail hardware trade shows that 56 per cent of the merchants had previous commercial training before they became heads of hardware stores. It also shows that 18 per cent were farmers and 3 per cent were mechanics. A similar survey among our own retailers, we are bold enough to guess, would produce a strikingly different showing. The majority of our retailers were formerly mechanics. This is perhaps one large reason why the stores of the hardware trade have been better looking than those of the electrical trade. Evidence is coming, however, that this situation will soon be changed. Everyone who has recently been in contact with jobbers' salesmen has heard them talking about opening retail stores of their own. They are seeing the lost opportunities of their customers and, being unable to make some of these customers visualize the resale market, are going out to get for themselves some of the profits it offers.

Now, what will be the net result? One result will be that the retail business will be the gainer in direct proportion to the amount of commercial brains that it attracts. Another is that the contractor—the average fellow who does wiring and knows nothing about merchandising—being forced by the absolute lack of building to look about for a livelihood, will ally himself as a partner with this newer sort of retail electrical concern. And what a team that will make! Commercial brains and installation brains synchronized and connected in parallel! They will do big things.

Scrutinize Your Business

ALL parts of a business are not equally profitable. Some sections of it seem to have a peculiar knack of being able to do one class of work more economically, or at greater profit, than some other sections. What part yields the largest profit can only be determined by an analysis or careful scrutiny of the business. Moreover, if a business is never analyzed it is not improbable that some parts of it are conducted at a loss, although this loss is unknown, because of a lack of analyzing.

It is only reasonable that the parts yielding the biggest profits should be pushed more vigorously than those handled at a very small profit. Can the average electrical contractor, doing contract work on new buildings, also jobbing, tell off-hand which is yielding him the more profit? Can he tell whether new contract work secured under strenuous competition yields enough profit to warrant the outlay in time and money that must be given to it? Does he know whether some parts of his business are being carried on at a loss?

The analysis or sifting-out process enables the owner to determine these facts and to eliminate the unprofit-

able part. This is done in other lines of merchandising. Any up-to-date merchant in the general field knows what articles passing over his counter yield the most profit. He either cuts out the unprofitable ones or finds a profitable way of handling them.

Lighting Cost in Shop Terms

FROM almost any point of view that you wish to consider it, effective lighting is worth at least ten times its cost—consequently there should be no difficulty in justifying the right kind of an installation. The waste of workers' time in finding tools or in adjusting machines, the time lost in starting a job or carrying through any particular job, the material that is spoiled, production that is reduced, are all subjects that may be followed through with the net result that a portion of any one of these items, or even the saving of a few minutes of a workman's time per day, will pay for all the artificial light that could possibly be assigned for his work.

Can You Give Him Back His Job?

YOU have not forgotten that day only a few months ago when he went off to fight for his flag, your flag, and my flag. You gripped his hand hard. You fought back the tears. Your voice was a bit husky and your smile came with difficulty when you said good-by. No, you will never forget that day!

And you have not forgotten the promise you made him then. "Bill, your job will be waiting for you when you come home again."

But the big question is: Can you make good on that promise? Can you give him back his job under the new conditions in business? Will you give him back his job? He's coming back!

You cannot give him back his job—and you will not, if you are a faint-hearted business man, if you expect a slump in business, if you rest on your oars and wait for business to come to you, if you fail to standardize your business policies, if you fail to install better management methods, if you assume that business will run along in the same old way it did before the war, if you "play safe" until reconstruction days are over and the big unsettled questions of to-day are nearer solution than they are now, if you wait until wages are lower, if you believe that the business world is in the hospital for a long time to come.

You can give him back his job—and you will, if you are a strong-hearted business man, if you are unafraid of the future, if you have caught a glimpse of the whole world being reborn, if you have gained a clearer perception of the possibilities of your business, if you believe that n-o-w spells action, if you go out after orders with genuine American aggressiveness, if you have learned the great lessons the war has taught business, if you are determined to be a better business man than you ever were, if you refuse to wait until reconstruction days are over, if you dare to pay the big wages, if you believe that American business will be just exactly what you make it and act on that belief to-day.

Remember, "I can" is alive to-day in America as never before. The war has killed "I can't." You can give him back his job. You will!

HINTS FOR THE CONTRACTOR



Ideas on Estimating, Stock Keeping, Shop and Construction Methods, and Collections

Soldiers' and Sailors' Auto Courtesy Signal System

One of the latest enterprises of the progressive Southern California Electrical Contractors & Dealers' Association is the installation throughout southern California of a soldiers' and sailors' auto courtesy signal system.

The signals are being placed at junctions of roads leading to the various army and navy bases; at prominent corners in the business district of the various cities and towns and at such other points as will best aid soldiers and sailors to travel about with autoists without expense.

The association found that most of the enlisted men had only a few dollars per month to spend and railroad and street car fares prevented them from visiting points of interest and enjoying vacations during their furloughs and days on "pass." The signals have, in a dignified manner, enabled the "boys" to enjoy themselves while giving autoists the pleasure of contributing to their enjoyment.

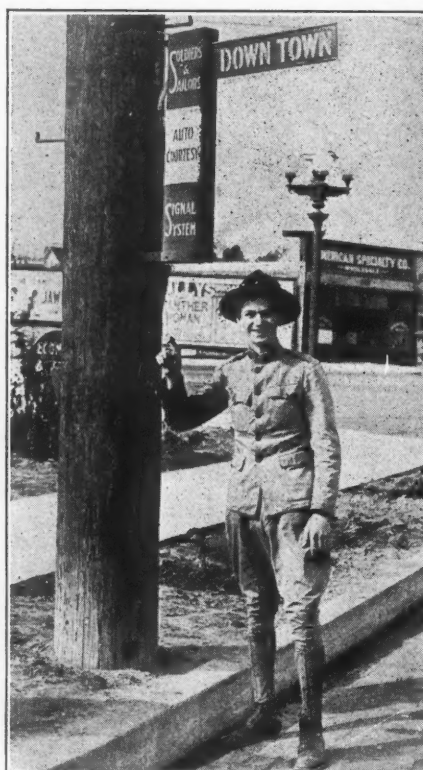
The signal system consists of a galvanized metal box open on the front side and painted red, white and blue. The box or "nest" contains from two to four semaphores pivoted near the top to place the heavy weight so that the semaphores sink into the "nest" by gravity. The semaphore arm is attached to No. 12 galvanized wire which is held in place by a guide. The names of the different semaphores are painted on the back of the "nest."

A soldier or sailor desiring to use the signal pulls the semaphore stating his desired destination and holds it in a horizontal position until an automobile stops to pick him up. When he releases the wire the semaphore is "nested." The signals are placed on the side of the street in the direction of travel. They are attached to telegraph poles or street lamps, the latter being preferred as the light at night illuminates the wording.

Placed in main highways at inter-

secting street car lines enables the fighting man to take a "crosstown" car to the main auto highway and there to quickly be picked up by a passing automobile.

While it is believed by many people that this device is a valuable inven-



Because soldiers and sailors have only a few dollars of spending money each month, southern California has devised this system for helping the boys to avoid spending car fare.

tion it has not been patented, and the association will be glad to furnish details to anyone who desires to use it for patriotic purposes. The cost figures close to \$10 each erected.

Two Inexpensive Ways to Hang Fixtures

Here are two inexpensive methods for hanging fixtures. In their fixture room at Manistee, Mich., Lloyd & Smith have put up $\frac{1}{2}$ -in. gaspipe close to the ceiling, supported by hooks screwed into the joists. From these pipes the fixtures are suspended

by cheap iron chains looped over the pipe and fastened into the crowfoot or chandelier hook with a short piece of stove wire, which is quite invisible. This system is very flexible as to the spacing of the fixtures on the pipe and as to height, for it is a very simple matter to slide the chain along on the pipe or adjust its length.

Nelson & Beckman, at Cadillac, Mich., have made up a rectangular frame work or false ceiling of ordinary conduit and placed outlets for each fixture hung from the frame. The frame is supported at numerous points by wire to ceiling hooks, and the fixtures are hooked over the conduit. The wiring for lighting the fixtures while on display is carried in the conduit, and taps are taken off at each outlet and run down to the lamp in the usual way.

Why You Must "Add 50 Per Cent"

BY F. ELLWOOD SMITH

ELECTRICAL MERCHANDISING has referred many times to electrical contractors adding 50 per cent to the cost of materials and labor in order to get profit enough to cover 23 per cent overhead charges and a net profit of 10 per cent.

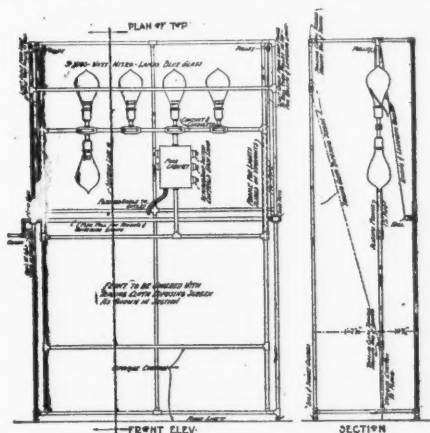
Many contractors will try to figure this out and will not be able to do so; their figures show a smaller percentage than 50. The correctness of the "Add 50%" formula may be most clearly explained, however, as follows:

To get the selling price, we must add to the cost of materials and labor an amount which will equal the overhead expenses plus the net profits. If the overhead expense is 23 per cent of the selling price and the net profit is 10 per cent of the selling price, then 33 per cent of the selling price must be added to the cost of materials and labor.

As the cost of materials and labor plus 33 per cent of the selling price equals 100 per cent of the selling price, then the cost of materials and labor must equal 67 per cent of the selling price. Now, if we must add 33 per cent of the selling price to 67 per cent of the selling price, then we must really add one-half or 50 per cent of the cost of materials and labor.

A Studio Outfit for Your Photographer

A convenient electric lamp frame for use in making portraits has been developed in the Markham Studios of Portland, Ore., and has recently been duplicated with success in a number of other photo studios in the Northwest. Demand for the device has arisen wherever professional photographers have seen it, and it is suggested in view of prospective lamp renewals, enterprising electric contractors and dealers elsewhere may find it worth while to build



This electric lamp frame for photographers is gaining wide popularity in the Northwest.

up samples to interest the studios in their towns.

Advantages of the device, aside from that of making the photographer wholly independent of daylight, are that it can be quickly shifted about the floor until the desired position with respect to the subject is found; it can be easily raised or lowered by simply turning the crank, and the effect can be controlled by a reflector on the opposite side of the subject or by a screen between the light and the subject.

The frame is made up of $\frac{1}{2}$ -in. pipe, with dimensions as shown in the illustration. Five 1000-watt lamps are used, served by condulets and controlled by a central fuse cabinet readily accessible from the rear. A diffusing screen of tracing cloth is stretched in front of the lamps, inclining outward toward the top, and an opaque curtain closes the space between this screen and the floor. The sides and back of the frame have white curtains to reflect the light, with opaque curtains on the outside. The top is also closed to prevent

ceiling reflections, but openings are provided to give ventilation.

The lamp frame proper is carried on a $1\frac{1}{2}$ -in. pipe which is slipped over the $\frac{1}{2}$ -in. pipe of the structural frame. Thus at each end of the lamp frame a small cable, wound on a roller to which a crank is attached and passing over a pulley at the top, controls the height of the lamps.

A reflector, not shown in the illustration, but which has been used with success, consists of a curved piece of sheet metal covered with aluminum paint and attached behind the lamps in such a way that the rays are reflected downward at an angle of about 45 deg. This reflector does away with the glare.

A "Job Overhead" Besides the "Business Overhead"

As a topic for debate the question of how to distribute overhead has no peer. Men's opinions on this subject are like their watches—"No two are just alike, yet each believes implicitly in his own." When William L. Goodwin suggested adding 25 and 20 per cent to the total cost of the job to allow for proper overhead and profit, he stated that it should prove successful for the average business on the average job where a net profit of 10 per cent was desired.

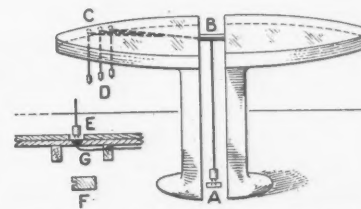
Lately the Chicago Estimators' Association has had its attention called to the growing popularity of the plan, in the soundness of which some of the members do not fully concur. These members, however, do not wish to condemn the plan without giving it a hearing. In discussing the plan recently Albert Uhl, of Henry Newgard Company, Chicago, stated that it was his personal opinion that each job should be subject to two kinds of overhead, namely, a job overhead and a business overhead. It is expected that this question will be "threshed out" so that the results may be submitted in a form that will make it easy to apply a scientifically accurate overhead to jobs of varying sizes.

Concealed Wiring for Table Appliances

BY O. S. STRAIN

When electric table appliances are in use, plugs are ordinarily screwed into the lamp sockets, and the effect of one or more cords dangling over the table is, to say the least, anything but pleasing.

To get around this difficulty and provide service for table devices in a more ship-shape manner, a flush wall receptacle is set under the table, shown in the diagram at A, and counter sunk to allow for a hinged brass cover (or block) to be set over it, flush with the floor. (See also E, F and G.) This cover should have a thumb notch to make lifting easy and should be very thin so that it can be folded back flat on the floor when the



The dining table may be neatly wired for appliances by using a flush receptacle on the floor and bringing the cord up through the hollow central pedestal.

socket is in use. Two small button-holes are worked in the rug over the socket and insulated with mica or other suitable material.

Most dining tables are built with a hollow central pedestal and the cord is brought through this space, as shown at B in the diagram. The cord should be long enough to permit of extending the table to its full capacity. From the center the cord is brought to the edge of the table, being held in place by staples. At C three switch plugs are shown, the cords being long enough to connect easily with appliances on the table. When these cord are not in use they are out of view under the table.

If a more elaborate system is desired, heavy duty wire may be installed to the edge of the table, with several flush or screw receptacles mounted in the rim of the table. This arrangement makes possible the use of percolator, grill, toaster, etc., at the same time.

This plan has found favor, with housewives who have tired of the overhead cords.

The Call of Humanity

is "Join the Red Cross"

IDEAS FOR THE MAN WHO SELLS



*Plans, Schemes and Methods to
Increase Sale of Electrical Goods*



Using the Telephone on Farmer "Prospects"

BY L. K. SMITH

There is in rural and farming territory a very good way of getting prospects to call, and that is by use of the telephone. Practically all good farmer prospects have phones. The unlimited service which is common in small towns makes this form of solicitation costless and when employed tactfully it is very effective. The best procedure is the simplest: You have only to ask your farmer prospect when he expects to drive into town, tell him you want to show him a machine that will cut his chores in half and urge him to call, making a definite appointment if possible. Practice, tact, knowledge of your prospect and a pleasant voice will win many a promise by phone and open the way for future sales.

Make Your Store Harmonious, so That It Appeals to the Customer

BY T. H. KETTLE

In these stressful times the progressive electrical dealer and shopkeeper is anxious to go out of his way to help the customer. He positively knows that it is good policy to do so. He also knows that if he doesn't do it someone else will, and then he'll be the loser. He also knows that the better impression his store leaves on the mind of the customer, the more he will succeed.

Suppose a customer goes into half a dozen stores before she comes in to yours, wouldn't she feel just a little bit more friendly to you and your organization, if she finds, on coming into your store, a little calmer atmosphere—a place a little more restful to trade in? Unquestionably she would, and she would come again.

The average woman likes to shop. She is usually in a hurry. As a result her shopping trips are usually tire-

some. Then why not give her an atmosphere of quiet—she won't stop to think you are doing it, but unconsciously she will appreciate it.

Make your store as nearly "ideal" as possible, and the chances are that your patrons will not be in such a hurry to get out. They will linger longer, and the longer they linger the better for you as a storekeeper. Inevitably, sales take a jump when customers feel at home in your store.

Good clerks, tactful salesmen, nicely-arranged stock, perfect ventilation, a soft, soothing light and an atmosphere and feeling of quiet are necessary essentials to the successful operation of any shop.

Hold Your Liberty Bonds

There is a notion very prevalent in the United States that when the American soldiers return home they are going to feel very kindly toward the subscribers to the Liberty Loans. Liberty Bonds are incontrovertible evidence that the purchaser has supported his government, has supported our soldiers abroad in this war. Keep that evidence in your possession until the boys come home.

Enthusiasm for Your Goods

BY FRANK FARRINGTON

A. T. Stewart, so it is said, could wax so enthusiastic over an humble salt mackerel that he would arouse an interest in the fish on the part of a person who never ate mackerel. I do not doubt that A. T. Stewart's enthusiasm was sincere. He really could appreciate the fine points in a mackerel. He knew enough about what the finer qualities of the salt fish should be to be able to recognize them when he saw them.

One of the first requisites to enthusiasm is such a knowledge of what good goods ought to be like that you recognize them when you see them. You know the good points of the line you sell. You recognize a well-made electric fan or a good piece of insulation. You ought to be so well informed that you can see the good features, worthy of enthusiasm, in any item you sell.

Knowing what is entitled to enthusiasm, it is an easy matter to make your appreciation obvious, to give it voice, to express it in talking with others. Don't be afraid to develop a little animation in discussing the goods. Don't be afraid to hold up the article in a good light and exclaim, after detailing its good points. "Isn't that a fine fan? Just see what good lines it has and the finish! Did you ever see a better

Bright Brilliant Windows Mean Bigger Better Business



With the return of peace conditions, it is predicted in many quarters that retail dealers will place greater emphasis than ever on electrically-lighted window displays as a means for getting more business. This idea is the theme of the window display shown above, which was designed by the Edison Lamp Works. Notice that this window practices what it preaches. Be sure that your window does that when you try out this design. Study the sharp interest in the background of this display.

finish, or one that would last better? I want to tell you that I've seen a lot of different makes of electric fans and I never saw one that seemed to be as good looking as this."

Of course your customer knows you are recommending the goods you sell, and that customer might say that your words of commendation go in one of his ears and out the other—but words don't filter through a person's mind, even that fast, without leaving something of an impression there. Something of what you say always sticks, and if you say it earnestly and with enthusiasm, more of it sticks than otherwise would.

Electric Automobile Conserves Gasoline and Manpower

One of the "livest wires" in the electric vehicle field in New England is A. E. Parsons of Hartford, Conn., local representative of the Detroit Electric Car Company. Mr. Parsons is a modest gentleman who was averse to having his own photograph appear in the accompanying view of



War-time slogans which helped to whip the Kaiser will continue to hold good during the long months of reconstruction.

his store front at Hartford, but he is just a few laps ahead of the game when it comes to salesmanship in these stirring times.

Note the sign in his window, where in nine words the very nub of electric vehicle value is set forth in relation to war-time conditions, and then do you wonder that this

energetic young man has sold 135 electric cars in the Hartford district within the past three years? They say that Hartford business and professional men are now buying electrics to take the place of their gas cars on many runs where a chauffeur was formerly required, in order that the chauffeurs may take up more important work.

Vacuum Cleaner Mileage

There is a novel way of figuring out the cost of operating a vacuum cleaner. Estimate the number of inches and feet of the average stroke on the cleaner in pushing it back and forth over a carpet. Estimate the number of strokes used in a mile and it will from this basis be a simple matter of arithmetic to get the cost per mile for the electric current consumed.

Or, figure up the number of miles a cleaner will be shoved in a year in an ordinary home. Then estimate the number of miles of broom pushing that would be required to do the same work and offer the comparison of labor required in cleaning with brooms and with vacuum cleaners.

The unique method of getting at the labor involved or the cost of the use of the cleaner will interest people and cause them to go on thinking about the cleaner. The figures may be of little or no actual value, but the novelty will develop interest.

In the same way a vacuum cleaner and a carpet sweeper may be contrasted to better advantage than with a broom. Of course attention should also be called to the great difference in the results in favor of the electric system.

Attracting More Business by Changing a Name

One corner of the interurban waiting room of the Indiana Railways & Light Company at Kokomo, Ind., formerly was known as the "Contract Department." It presumably took its name from the fact that it was the headquarters of the contract agent. But one day somebody saw the light and the room was renamed. It became the "Customers' Service Department." The result was that

A Dealer's Way of Getting Every Ad Carefully Read and Preserved

"IN ORDER to realize worthwhile results from newspaper advertising, it is first of all necessary to get your advertisements read," says a prosperous Middle West dealer. "Of course, well-prepared, interesting copy helps to accomplish this purpose, but anything that can be done to give still greater assurance of thorough reading should not be neglected.

"For two or three years I did my advertising in a more or less careless way, feeling that money spent with local papers was more of a donation than anything else. Needless to say, I did much complaining about this necessary evil. One day, however, I happened to read an article which gave me a new idea of newspaper advertising. I resolved then and there to put some real effort behind this work and to give my advertising a fair show.

"Accordingly, I planned a campaign in definite, systematic fashion, and in order to immediately start people to reading my advertising messages I utilized this rather unique scheme:

"I first made announcement in

a prominent space in the local newspaper that for a period of six months certain of my weekly ads would have a purchase value if clipped and presented at the store; that such ads, however, would not be indicated at the time they appeared, but in later advertisements, and that the amount of their purchase value would also be specified at that time.

"This caused a large number of people in our community to retain all my ads coming out during that interval, and, of course, after the first few appeared every one which followed was carefully read to see if it referred back to any previous ad as the one bearing the purchase value.

"This plan served admirably the purpose of getting my advertising read, and the good effect did not end at the expiration of the six-month limit, for by this time people had acquired the habit of reading my messages; and they knew they would always find in them interesting buying news. The small discount which I occasionally had to allow was more than offset by the splendid results."

Making Sales Out of Complaints

ADJUSTMENT MEMORANDUM		
Name <i>Mrs. Walter Perkins</i>		
Address <i>461 Willow Avenue</i>		
DATE <i>3/21/18</i>	RECEIVED BY <i>Smith</i>	HOW Letter Phone Call
DATE <i>3/21/18</i>	COMPLAINT <i>faulty card</i>	REFERRED TO <i>S. L. K.</i>
REPORT (Give Story in Detail.) <i>Called and replaced card. One hour. Talked sewing machine motor Good prospect S. L. K.</i>		

This adjustment memorandum shows how an Eastern contractor-dealer is living up to his determination to turn his complaints into sales. One of these forms is a complete record of a complaint from a customer. When the workman turns in his card it is inspected by the proprietor, who follows up any lead the card may suggest.

more people visited the headquarters of the company's commercial organization than ever before. Formerly nothing except the desire to contract for service could prompt a man to enter a door marked "Contract Department," but afterward the sign seemed to beckon everyone who desired to transact any sort of business with the company.

How to Project Lantern Slides in Your Lighted Show Window

BY J. B. O'KEEFE

Idaho Power Company, Pocatello, Idaho

Last Christmas I thought I would trim my windows a little different from anyone else and have something odd about them that would attract the shoppers' attention.

I borrowed a stereopticon from one of our local lodges, also a canvas for showing the pictures. I hung the canvas on the window, and setting the machine about 15 ft. from the window I used some Christmas slides which were sent me by the manufacturers. But the light from the outside interfered, and the lights in the display room had to be dimmed. This spoiled the effect I wanted.

After three nights' experimenting, however, I noticed that when the light was thrown on a gummed

sticker which was on the window I got a good picture. By experimenting with different paper I found that by using the so-called onion skin paper I could get a very good picture and at the same time use my window lights and all the lights in the show-room.

I could not get a large enough sheet of onion-skin paper so I glued together eight sheets 17 in. by 28 in., making a screen 4 ft. 8 in. by 5 ft. 8 in. This was hung onto the window, high enough so that people could look at my display under it.

FLOODLAMP REPLACED ARC

The carbon arc which the machine used gave me constant trouble as I had to stay by the machine at all times to control the light, so I substituted a 500-watt floodlamp in its place and got a more even light and it required no attention. In fact, at times I left one slide on the screen from two to three hours without any trouble whatever.

I started my machine going at dusk and kept it going till 10 and 11 o'clock at night. During the course of the evening I ran some slides which I made up myself. These read something like this "Have you bought your wife her present yet? Why not a washer?" "She will appreciate something electrical." "Step in and look over our electrical line. You will find something here that will suit you for that particular gift."

I also added a comic strain by drawing cartoons on the slides. I might add here that the only way to have success in writing on slides is

Postcard Which Resulted in Wiring Contracts

<p>YES</p> <p>You may send your representative to see me about Electric Light in my home. I take your word for it that this service will not obligate me in any way.</p>	
<p>Name _____</p> <p>Address _____</p> <p>Best time to call _____</p>	
<p>CERTAINLY!</p> <p>Send your man along to give me an estimate on wiring our home. Of course I understand that this will not obligate me in the least.</p>	
<p>Name _____</p> <p>Address _____</p>	
<p>U</p> <p>I have been saying in your letters just about as much as I can stand without asking you to submit some proof about wiring my home. I may or may not give you my business, but I should like you to come and give me an estimate. Perhaps you can wire my home after I know what it will cost. Of course, I understand this doesn't obligate me.</p>	
<p>Name _____</p> <p>Address _____</p>	

Do you ever stop to think how many pieces of direct mail advertising go to the average home in a year? And how lifeless most of this advertising is? Here are three wide-awake cards to be returned by the prospective customer. They were sales-getters for the contractor who thought them out and used them. Brain work, that's all.

to wash them perfectly clean with water, then wash them in alcohol. Use India ink for writing in black and showcard inks for whatever color schemes are desirable.

Our street is very brightly illuminated as we have four curb posts almost directly in front of the store, but the pictures shown could be read distinctly for 150 ft., and by "writing big" with India ink can be read for over half a block. We displayed the pictures well up on the window so that everybody could see them without difficulty.

This stunt brought a good many people to my window. While looking at the "free movies" they also looked at the windows, and our sales ran much better than we ever expected.

Selling Electric Laundry Equipment to the Apartment House Owner

WHEN the representative of a Pennsylvania central station called on the builder of a large modern apartment house to talk over electrical equipment for the new building, he found that only the more general uses of electricity were contemplated.

After some careful figuring, the salesman persuaded the owner that an electrically equipped laundry in the basement would be worth while—that such service would not only pay cash, but help to rent the apartments through the added convenience the laundry service afforded to tenants.

That point gained, the salesman

then took up the matter of an electric pressing machine and showed the owner how it would enable the house to press suits for tenants within two or three hours. Further, they could send their suits down on the dumbwaiter, thus avoiding the delay of calling an outside tailor, and waiting for his collection and delivery.

The electrical equipment was installed and the success with which the idea has worked out in this apartment house suggests that in other localities central stations, house owners and tenants might well get together and reap a similar common benefit.

STORE EQUIPMENT AND METHODS



*How to Plan and Equip Your Store
—Systems Used in Successful Merchandising*



A Splashless Waterfall for Your Show Window

A Cleveland retailer has a novel way of attracting attention to the goods displayed in his window. Across the back of the window is a large mirror. Out of sight, above the mirror, is a pipe extending across the entire width of the background. This pipe is perforated on the side against the mirror with tiny holes and is connected to the water supply. A constant curtain of water is thus permitted to flow over the face of the mirror, giving a sense of motion which never fails to attract the eye to the window but does not distract attention from the goods. A zinc trough at the bottom of the background conducts the water to the waste pipes.

An Ashtabula (Ohio) Electric Shop That Offers Some Hints for Planning Your Own Store

Service is the keynote of the whole arrangement of the new store of the Electric Service Company at Ashtabula, Ohio. It is the old business of E. J. Ross, which H. B. Dunham, formerly of the Murphy & Dunham Company, Sioux City, Iowa, took over and moved to its present location.

The first thing that strikes the eye of the customer entering the sales room is the variety in the display,

arranged to give a sense of spaciousness that is very pleasing and attractive.

Chafing dishes, percolators and vacuum cleaners are prominently displayed, while in the center of the room is a table showing an attractive

arranged to light individually all sizes of lamps ranging from 10 watt to 200 watt. The lamps are attached to the end of a row of shelves behind the counter; and are controlled by individual switch contacts convenient for the salesman to operate.

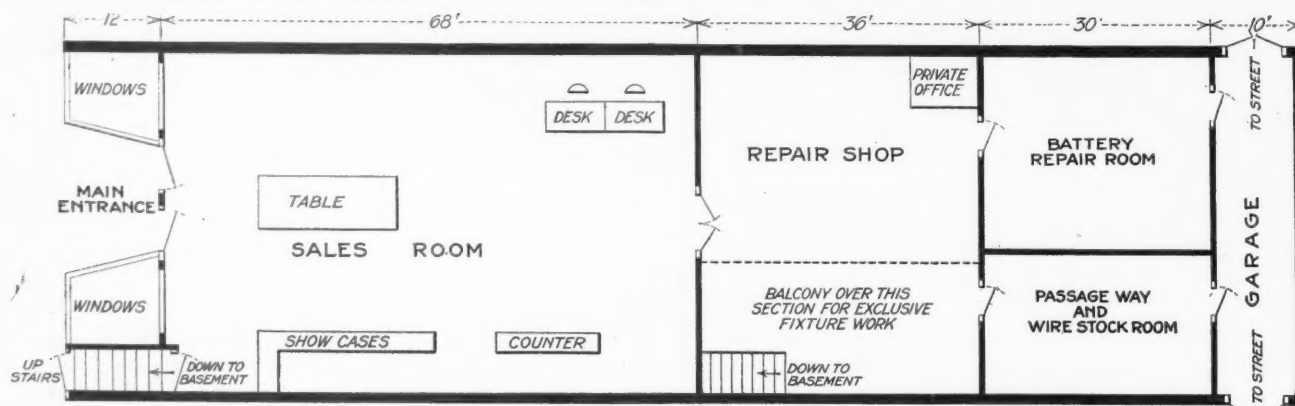
A unique feature of the company's recent advertising was a "Wireless House Campaign." On the glass of the show window was mounted a button with the sign, "Press the button and see the effects of 'wireless.'" By pressing the button a contact was made through the elastic giving of



Spaciousness is the first idea which one gets in studying the arrangement of this new electric store of the Electric Service Company at Ashtabula, Ohio. Note that the fixture display method is a bit out of the ordinary also.

assortment of lamps. This table is electrically wired, with receptacles around the sides for attaching and displaying stand lamps. All the fixtures are individually controlled by single-pole knife switches. In addition there is a special lamp display,

the glass. This rang a bell under the grate iron on the sidewalk and threw a spotlight on the "S. O. S." sign. In this portion of the window was placed a wireless outfit, together with gas mantles and a gas fixture poorly regulated. Then, in contrast to this, the



Study the simplicity of arrangement and the economy of space in this store layout. It is full of suggestion for the dealer whose business is located in long, narrow quarters. The balcony is an unusual feature in a repair shop.



Just behind the showroom is the repair shop which also emphasizes the idea of service and economy in its arrangement. An especially useful feature here is the balcony on which there is a cloth-covered bench for assembling fixtures.

other side of the window contained the answer of the Electric Service Company.

There were found a handsome electric fixture, wiring material of every description, and cleats spelling out the words, "Wire the Home." In the opposite window, under the sign, "The Conveniences of the Electrified Home," were displayed various electric fixtures and labor-saving devices.

REPAIR SHOP WITH BALCONY FIXTURE BENCH

Just behind the showroom is the repair shop which also emphasizes the idea of service and economy in its arrangement. An especially useful feature here is the balcony covering one-half the space. On this balcony is a cloth-covered bench for making up and assembling fixtures. All the repair work is done here and when the fixture is complete it is hung over the rail of the balcony strung for that purpose. This is a much better plan than to have all the fixture assembling done on the bench below (as it was before the balcony was built); very frequently delicate pieces of workmanship ran chances of being marred by the workmen who would come in and throw their grips down on the same bench.

Adjoining the repair shop is the battery repair room, with the garage in the rear. The battery room is used exclusively for repairing and recharging batteries. To the side is a

special passage way forming a direct entrance from the garage into the repair shop and from there into the salesroom. A customer driving his car into the garage may therefore reach the salesroom without being obliged to go through the battery department.

Under two-thirds of the entire space is a basement. This is used for storing bulky materials like conduit, wooden molding, glassware, and case lots of lamps. Excess stock of other material not carried on shelves of the floor above is kept here.

Michigan Dealer Abandons Shelf Idea

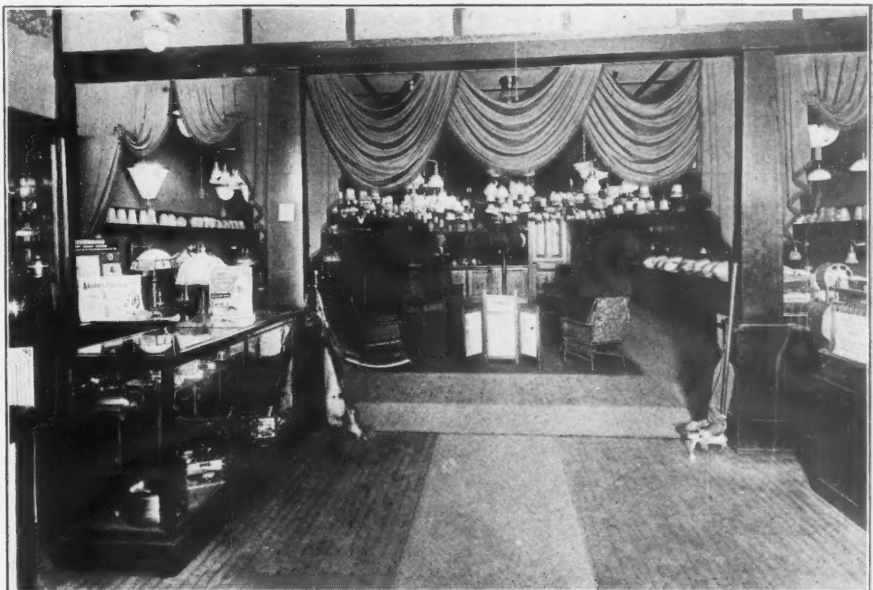
Shelves are out of date in the store of the J. E. Sills Electric Company, Flint, Mich. In the retail department this company has done away with shelves almost entirely and substituted a large cabinet, having 250 drawers. This cabinet is in mahogany finish, as are also the two large show-cases for appliances.

This up-to-the-minute store is a combination of electrical shop and fixture showroom. The woodwork of the entire store is carried out in a dark mahogany finish. The ceilings are in cream and the walls are papered a dark green half-way up to the ceiling. At this level a glass display shelf runs around the entire store. Above the shelf the walls are a light brown.

Half a dozen wicker rockers on a soft green rug make the fixture room an easy place in which to inspect the more than 200 fixtures. An archway hung with heavy dark green drapery divides the store from the showroom. By draping this archway a "cozy" effect is obtained, which appeals especially to women customers.

The basement contains a first-class motor store, fitted up with modern machinery. A portion of the basement is used for conduit storage.

The second and third floors of this modern establishment are used for storerooms and fixture shops.



The woodwork in this store of the J. E. Sills Electric Company, at Flint, Mich., is in a dark mahogany finish with ceilings in cream and walls a dark green, half-way up to the ceiling. At this point a glass display shelf runs around the entire store. Above that the walls are a light brown.

THE JOBBER'S SALESMAN



Ideas Other Men Have Used to Help Them Sell



How Much Do You Get?

The salesman himself is responsible for the amount of his salary. It is not the employer who fixes the salary and keeps it there.

On the other hand, the man who is constantly questioning how he can get the boss to give him a raise regardless of whether he is entitled to it or not, is the last man on the payroll whose salary goes up. He is lucky if it does not go down—and out!

When a man is all the time earning more than he is paid, he is sure to be paid more. If the present employer does not increase his salary, some other employer will see what he is doing and make him an offer. You cannot hide high-class salesmanship from your own or from other employers. It is bound to show itself. If nobody else gives away the fact of your being a good salesman, the people who buy from you are pretty likely to do it. Even the man who is

the target of your fire appreciates your work.

The important buyer knows it when an inferior salesman calls upon him and he is likely to turn him down just on account of his inferiority. We like to buy of people who know more about their goods than we do and who show it.

The other day a man applied to a sales manager for a position on the road for that house. He was asked what knowledge and experience he had had that would fit him for the place. He replied that for ten years he had been *buying* that line of goods from salesmen and he knew so well the faults of the men who tried to sell them that he was sure he could eliminate those faults and make more money selling than he could buying. He was given a trial and he jumped almost at once to the position of high man. He knew the faults of the salesmen as well as their good qualities and he avoided the former and adopted the latter.

What Is "Pep"?

It's the thing which makes the lambs gambol with glee, the colts prance with joy, the calves throw up their tails and run like fury, the birds sing in split-throat notes, the frogs croak upon the creek bank, the insects buzz and hum in the air, the milkman whistle as he jogs along, the blacksmith laughingly beat the iron into shape, the plowman urge his horses with a "gee-up there," the engineer wave a kiss to his sweetheart as he throws open the throttle, the woodman smilingly plunge his ax into the giant tree, the banker and merchant rush to their work with a cheery "bye-bye," the mechanic and laborer fairly dance to their jobs, the soldier "go over the top" with clinched jaws and courage that knows no fear, the life salesman hie to his calls with shoulders squared, pride in his heart, and nerves a-tingle with anticipation of new success. Oh, "pep" is anything that puts happiness in the heart, energy in the body, determination in the soul, and invisible courage in the will.

—*Insurance World.*

The Fatal “Caution Department”

In the minds of a good many dealers there is an over-developed department of "caution." When you put up to such a man a proposition to buy something, his tendency is to refer that proposition to the "caution department." Even though his natural business instinct tells him the purchase is a wise one to make, the unnatural business timidity in the "caution department" makes him feel afraid there may be a hole in the proposition somewhere and he inclines to postpone buying. It is your business as a salesman to get a decision and an order and make your escape before your proposition is referred to the "caution department."

Keep the favorable side of your proposition uppermost and keep it plainly before the dealer's mind. Keep his consideration of the points you present so active that there will be no chance for rumination, for the development of doubt and distrust. Try to put your proposition before the man's mind in such concrete form that he can grasp it all at once and feel that he understands it and that there is nothing for him to take more time to consider. A man inclines to think over a proposition which he does not understand.

Make Your Order Blank Do a Bit of Selling, Too

[illegible]

When the Mohawk Electric Supply Company of Syracuse, N. Y., wishes to push certain lines it lists these lines in a column in the margin at the right of its order blank where both salesman and customer can see the list. The list changes from time to time but it always appears, for the company is always pushing certain lines.

Sell Him This Idea



Our Repair Service Is for Your Use

We maintain a separate department for the repair of Electric Appliances.

This department is for your use, and its service is offered you at a cost only sufficient to meet the expense consequently entailed. All repairs are made at cost to us—we make no profit.

Electric Appliances Must Give Perfect Service

If not, bring them in to us for repair. If the Appliance is out of order through a defect in manufacture, or through any fault of ours, we will be glad to repair it free of charge.

Don't shelve Electrical Appliances that may not be in working condition. Their service in saving time, labor and expense is too valuable. Have them repaired. Bring them in or telephone.

(Your Name and Address)

There is nothing inconsistent in selling the repair shop idea to one of your customers. It doesn't mean that you cut down your sales to him, if he builds up a repair business. It does mean more business for him and that means more business for you. The illustration shows an advertisement prepared by William D. McJunkin in helping a contractor-dealer build up his repair shop business.

Something to Read

What the salesman needs to read is the sort of thing that will help him to a greater intelligence, a larger vocabulary, and a better knowledge of his kind of goods, and the field for their use.

Any good standard literature will help the reader's mind and speech, but trade journals, business papers of the field in which he is occupied, will have a direct influence in increasing his efficiency. No salesman can keep well informed regarding the needs of his prospective customers unless he reads the trade papers in their line. You can sell goods more intelligently if you know more about them, more about what kind of competition you must meet, more about the sources and uses of them. And a good trade paper will contain countless sugges-

tions that you can note and repeat to your trade. The trade journals in your field are working right along your line. They are engaged in trying to increase the business in electrical supplies. It is worth your while to co-operate with them and you will never pick up one and read it without profiting by the reading. See that you get such papers regularly and always have something of the sort in your bag.

Discourteous Expressions to Avoid

BY L. F. MANN

So much has been written and said on the subject of courtesy, and so much sound advice and so many meritorious suggestions have been offered that it seems one might expect the right sort of treatment in almost any store.

But the facts are that it is really a rare thing to find a salesman who can entirely avoid any semblance of discourtesy under certain conditions.

Discourtesy does not necessarily mean doing something that causes

an immediate show of antagonism. There are numberless little things which may be said or done that sink deep and which have a very disastrous effect on future sales.

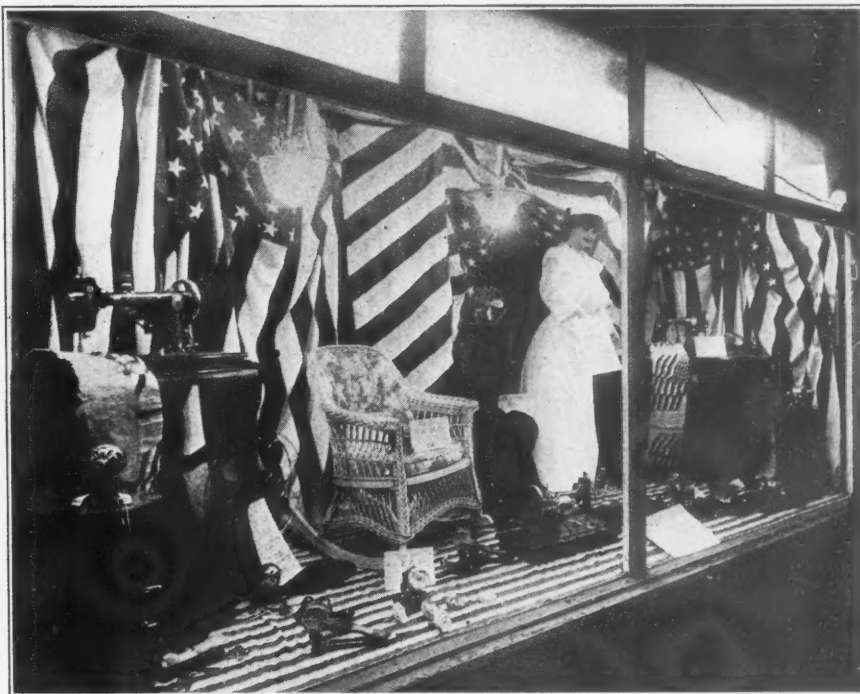
EXPLAIN IT TO THE CUSTOMER TACTFULLY

"We do not handle anything so cheap as that," is an excellent example of an expression that grates on the customer's nerves. It may be that you haven't the article wanted at the price specified, yet certainly a little diplomacy should be employed in so explaining. No customer wants to be branded as cheap, and that is about the effect which this expression has upon him.

How much better to put it something like this: "We haven't anything in stock right now at just the price you mention, but I'd like you to see what we have at only a slightly higher figure."

One doesn't get very far when he antagonizes the customer, and some are mighty touchy. The salesman must therefore "play safe" and use diplomacy at all times.

What Woman Could Pass This Window Without Stopping for a Long Look?



Can you find a woman who would "pass up" a window display such as this? It is a recent display of the Electric Supply Company of Tulsa, Okla. It is patriotic. It carries a human interest appeal. It carries the home atmosphere. It suggests easier work and more smiles. It isn't crowded. It emphasizes one article—the sewing machine motor. And a fan or two merely suggests other electrical goods for sale. Every window card suggests action. Think about that.

Foot-Candle Meter Helps Sell Lighting

A simple formula for getting an order for lighting equipment was recently given to the Chicago Section Illuminating Engineering Society by Terrell Croft of the Luminous Unit Company of St. Louis.

"The order involved several thousand dollars," said Mr. Croft. "It was to be placed by the engineering department of the purchaser. We provided the head of this department with a foot-candle meter so that he could take his own comparative readings on the types of units competing for the job. This unique feature of our selling plan not only interested the engineer, but also gave him absolute confidence in the comparative engineering test data because he collected it himself. Moreover, when he found his results checking with our previously given figures and found our product what we said it was, he was ready to close the order."

Contractors and dealers generally will do well to apply this simple formula to their own business.

Record of Lighting Fixture Patents

Issued from September 24 to October 15, inclusive

Compiled by NORMAN MACBETH
Consulting Illuminating Engineer, New York City

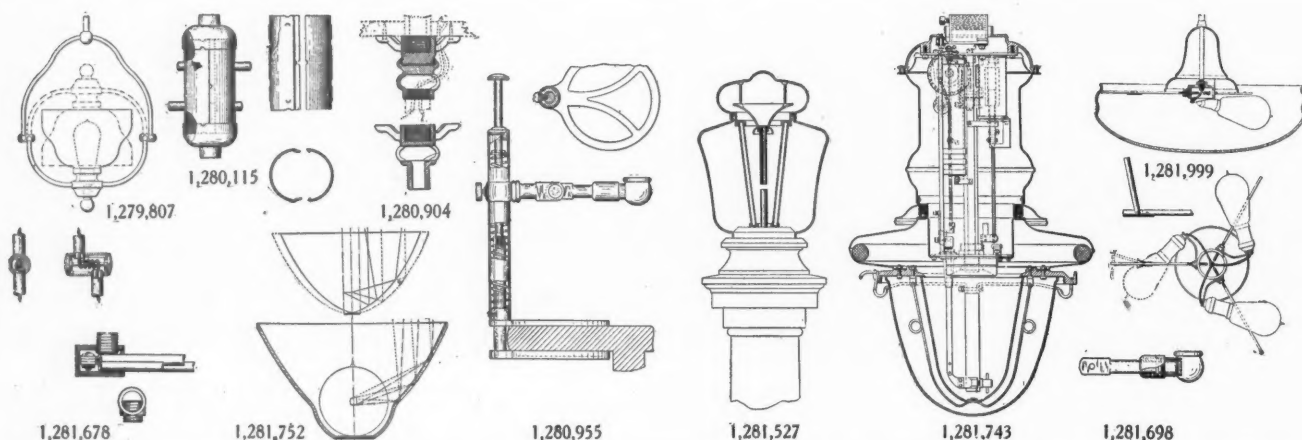
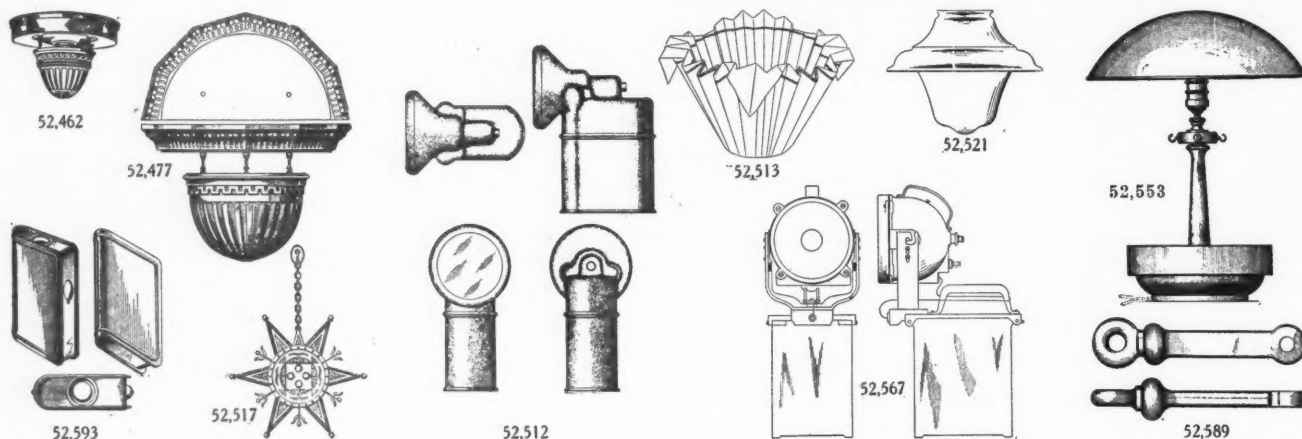
Design Patents

The following are ALL the design patents pertaining to lighting materials, issued by the U. S. Patent Office between September 24, 1918, and October 15, 1918, inclusive:

- 52,462. Lighting Fixture. Harry C. Adam. St. Louis, Mo. Filed June 8, 1918. Issued Sept. 24, 1918. Term, fourteen years.
- 52,477. Lighting Fixture. Edwin F. Guth. St. Louis, Mo. Filed July 13, 1917. Issued Sept. 24, 1918. Term, fourteen years.
- 52,512. Lamp Casing. Ellsworth A. Hawthorne, Bridgeport, Conn. Filed June 14, 1918. Issued Oct. 1, 1918. Term, fourteen years.
- 52,513. Lamp Shade or Similar Plaited Article. Adalbert Krauss, New York, N. Y., assignor to Louis Levi, New York, N. Y. Filed May 18, 1918. Issued Oct. 1, 1918. Term, seven years.
- 52,517. Electric Lamp. Carlo Yennow, Prince Albert, Saskatchewan, Canada. Filed June 26, 1918. Issued Oct. 1, 1918. Term, three and one-half years.
- 52,521. Combined Bowl and Diffusing Shade. George W. Cassidy, New York, N. Y. Filed March 15, 1918. Issued Oct. 8, 1918. Term, seven years.
- 52,553. Lighting Fixture. Dixon L. Bran, Chicago, Ill., assignor to American Lamp Company. Filed May 31, 1917. Issued Oct. 15, 1918. Term, seven years.
- 52,567. Portable Electric Lantern. William Grether, Dayton, Ohio. Filed Aug. 9, 1918. Issued Oct. 15, 1918. Term, fourteen years.
- 52,589. Link. Eugene C. Stacy, Tiffin, Ohio. Filed May 25, 1917. Issued Oct. 15, 1918. Term, fourteen years.
- 52,593. Case for a Flashlight. Charles Wachtel, Jamaica, N. Y. Filed March 4, 1916. Issued Oct. 15, 1918. Term, fourteen years.

Mechanical Patents

- 1,279,807. Swing Joint for Lighting Fixtures. Ernest C. White, Westmount, Canada, assignor to Duplexalite Corporation, New York, N. Y. Filed June 3, 1915. Issued Sept. 24, 1918.
- 1,280,115. Casing for Pendant Switches and the Like. Charles J. Klein, Milwaukee, Wis., assignor to the Cutler-Hammer Manufacturing Company, Milwaukee, Wis. Filed Dec. 18, 1913. Issued Sept. 24, 1918.
- 1,280,904. Fitting for Chandeliers. Henry C. Tulley, St. Louis, Mo. Filed March 29, 1917. Issued Oct. 8, 1918.
- 1,280,955. Lighting Fixture. Michael B. Bowen, Decatur, Ill., assignor to Faries Manufacturing Company, Decatur, Ill. Filed Jan. 27, 1916. Issued Oct. 8, 1918.
- 1,281,527. Arc Lamp. William A. Darrah, Wilkesburg, Pa., assignor to Westinghouse Electric & Manufacturing Company. Filed Oct. 3, 1913. Issued Oct. 15, 1918.
- 1,281,678. Electrical Insulator. Alexander B. Simpson, Jersey City, N. J. Filed May 6, 1916. Issued Oct. 15, 1918.
- 1,281,698. Joint for Lighting Fixtures. Morris E. Surface, Decatur, Ill., assignor to Faries Manufacturing Company, Decatur, Ill. Filed Jan. 31, 1916. Issued Oct. 15, 1918.
- 1,281,743. Arc Lamp. Christian Aalborg, Wilkesburg, Pa., assignor to Westinghouse Electric & Manufacturing Company. Filed March 20, 1913. Issued Oct. 15, 1918.
- 1,281,752. Floodlight Reflector. Percy S. Bailey, Lynn, Mass., assignor to General Electric Company. Filed May 11, 1918. Issued Oct. 15, 1918.
- 1,281,999. Electric Light Bowl Hanger. Arnold J. Peterson, Cedar Rapids, Iowa. Filed Jan. 11, 1918. Issued Oct. 15, 1918.



Copies of illustrations and specifications of any of these patents may be obtained from the Commissioner of Patents, Washington, D. C., for 5 cents each

GOSSIP OF THE TRADE



*Glimpses of Electrical Men as
Caught by Lens and Pencil*

R. P. McConnell First Man of the Allies to Enter Triest

The Cincinnati *Enquirer* on Nov. 18 published an interesting account, cabled from Triest, of how two American Red Cross lieutenants rode into this war-stricken city ahead of the Italian army to succor the starving inhabitants. One of them was an electrical man, R. P. McConnell, recently manager at Westchester, Pa., for the Philadelphia & Suburban Gas & Electric Company, and brother of H. N. McConnell, general commercial manager of the United Gas & Electric Engineering Corporation of New York City. The story is an interesting one.

R. P. McConnell came into the electrical industry not so many years ago, as a wireman in Elmira, N. Y. Then he was a salesman with the central station operating in Sayre, Pa., Waverly and Athens, N. Y., and became commercial manager for their properties, and later, outside salesman for the Westinghouse Electric & Manufacturing Company. Feeling the limitations of his lack of technical education, he went through the engineering course of this company in its plant at Wilkinsburg, Pa., on the completion of which he secured the appointment in Westchester. Later he was made traveling commercial engineer for the Philadelphia & Suburban Company's group of stations and it was this position which he resigned to go to Europe. He is now twenty-nine years old.

Mr. McConnell, a few years ago, was unfortunate enough to meet with an accident while operating machinery which cost him three fingers from his right hand. When war was declared and he resigned his job to go to France he found this injury an apparently insurmountable obstacle. It barred him from the army, navy, Red Cross and Y. M. C. A., but he was determined to get into the fight somehow. Finally he received an indefinite mission to England for one of the large manufacturers and ob-

tained his passport. He went at his own expense to Liverpool, to London, to Paris and to Rome looking for war work to do, and there was commissioned in the Red Cross and put in charge of engineering and construction work. Later, he was trans-



Here is R. P. McConnell, down in the Westchester plant of the Philadelphia & Suburban Gas & Electric Company, of which he was manager. You can see that he has just made up his mind that although the army, navy, Red Cross and Y. M. C. A. had all turned him down, he was going to Europe just the same and lead the Italian army into Triest. And so he did.

ferred to the Italian front, and when the final advance of the Italian army began, McConnell and Rogers were sent forward with relief supplies and were under fire up in the Alps. What happened next is best told in the words of the newspaper dispatch:

"R. P. McConnell of New York, and J. Rogers of Canton, Ohio, Red Cross lieutenants, were the first Americans to enter Triest. They started with lorries filled with food-stuffs and a portable kitchen and made the trip with the advancing Italian army. Most of the time they were under fire. When Monfalcone was reached the Italians called a halt.

"But," said the lieutenants, "we decided to proceed to Triest. The

Austrians received us everywhere with fierce looks and seemed inclined to make trouble when they saw the flag on our car. The Italian population, however, as soon as they recognized the American colors, whipped off their hats and embraced us, crying, 'Viva America, Viva America.' After this we had no trouble in reaching Triest, where the population gave us an extraordinary reception."

Here is a typical instance of true American pluck and persistence. There are no barriers that can hold back a man like McConnell, when he has decided to go to war, or to achieve any other worthy object that he sets his heart on.

Massachusetts Contractors Hold State Meeting

"Standardize your policies; utilize better accounting methods, and charge a fair price for services rendered your customers," was the advice laid down by Samuel A. Chase, special representative of the Westinghouse Electric & Manufacturing Company, at the meeting of the Massachusetts State Association of Electrical Contractors and Dealers in Boston on Nov. 19.

Comprehensive plans for the improvement of trade relations were outlined by W. H. Morton, general manager of the National Association of Electrical Contractors. Mr. Morton stated that a program is being worked out along the line of realizing some of the benefits of the Goodwin plan of co-operation throughout the electrical industry. He announced that the Data Book of the National Association will shortly be revised in accordance with the latest available engineering practice and industrial conditions.

That the central stations of the country are gradually going over to a merchandising basis in selling electrical equipment and appliances was emphasized by the speaker as an encouraging sign of the times. Mr. Morton stated that 169 central stations in four states have gone over to this basis during the past eight months, and one of these properties controls seventy-six small companies. Canadian central stations are doing the same thing. The work of the

(Continued on page 286)

NEW MERCHANDISE TO SELL AND WHERE TO BUY IT

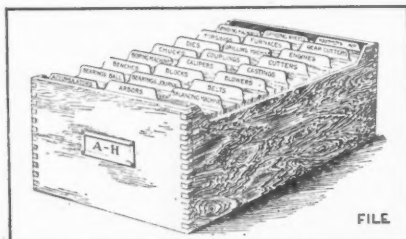
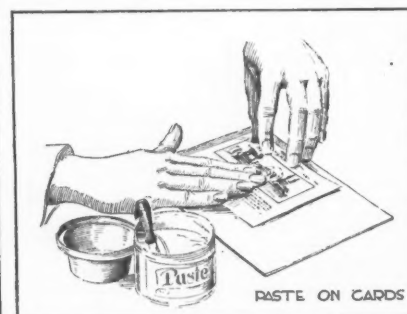
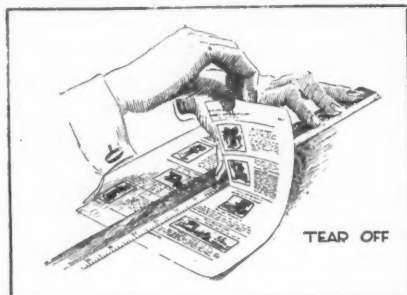
*Appliances, Socket Devices and Wiring Supplies Which
Manufacturers and Jobbers Are Putting on the Market*

Including Many New Appliances to LIGHTEN THE LABOR OF THE HOME

How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number ELECTRICAL MERCHANDISING has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on what is made and who makes it, right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.



This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of ELECTRICAL MERCHANDISING. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

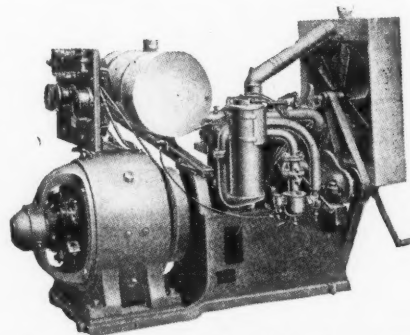
To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.

Farm-Lighting Plant

From *Electrical Merchandising*, December, 1918.

Two general styles of gasoline-engine-driven electric lighting plants are being manufactured by the Langstadt-Meyer Company, Appleton, Wis. One type consists of a gasoline engine belted to a generator designed to supply energy to installations on farms, in summer homes, resorts, country stores, public buildings, garages, etc., in conjunction with an electric storage battery. Of this type three sizes are made, namely, a 40-light to 60-light size, an 80-light to 100-light size and an 80-light to 110-light size. The engine used is a 3-hp., four-cycle single-cylinder machine, and the battery is of the Faure type. The outfit is sold complete with engine, generator, battery, switchboard, gasoline and water tanks.

The other type of plant consists of a direct-connected four-cylinder gasoline engine and a 5-kw. electric generator. It is designed, the manufacturers say, to supply electric light and power at low cost of operation and maintenance wherever central station service is not available or where a self-contained portable unit is required. These machines are offered to supply demand for a high grade, simple, compact, reliable, medium-weight, low-speed unit. The outfit is intended for continuous operation, and for this reason no storage battery is sold with the standard set.



able or where a self-contained portable unit is required. These machines are offered to supply demand for a high grade, simple, compact, reliable, medium-weight, low-speed unit. The outfit is intended for continuous operation, and for this reason no storage battery is sold with the standard set.

Crosses for Christmas Trees

From *Electrical Merchandising*, December, 1918

A line of miniature incandescent lamps for use on Christmas trees and for other decorative purposes is being offered to the trade by the A. C. Mannweiler Company, Inc., of Fort Wayne, Ind. The lights may be obtained in red, white and blue, as well as in other colors, and are said to be both safe and durable. A new design in the form of a cross is illustrated.



Combined Electric and Hand-Power Dishwasher

From *Electrical Merchandising*, December, 1918

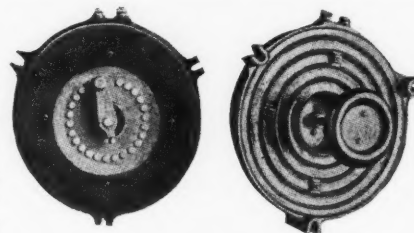
For all classes of institutions having a large number of dishes to wash, Redmon, Edgar & Redmon of Cedar Rapids, Iowa, have developed a combined electric and hand-power dishwasher known as the

E-Z-Way No. 12. It has a capacity of 5000 dishes per hour and occupies a floor space independent of receiving and drying tables of approximately 2 ft. by 3 ft. It has attachments for hot water, sewer and gas or live steam where steam is available. The rotary motion of the basket containers for dishes and silverware is supplied by a belt and gear drive to which a 1/2-hp. motor is attached.

Low-Voltage Field Rheostats

From *Electrical Merchandising*, December, 1918

Moderate-priced field rheostats for use on farm-lighting plants, battery-charging outfits, etc., are being manufactured by the Knoeller Electric Company, De Pere, Wis. The usual style provides twenty-five steps. To protect the resistance units from deterioration from heat and moisture the resistance wire is wound on asbestos tubes and coated with several layers of high insulating fireproof cement. The handwheels are made of seasoned oak properly treated in oil and given three coats of enamel.



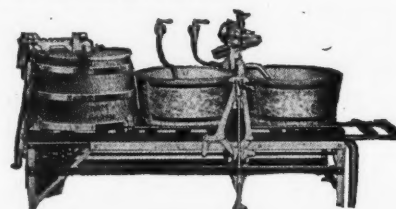
Platform-Type Electric Washer

From *Electrical Merchandising*, December, 1918

Convenience is claimed as the chief feature of the platform washer now being put out by the Voss Brothers Manufacturing Company, Davenport, Iowa. This machine, which is known as "E-12," has a peg-type dasher. It not only does the washing but takes care of rinsing, wringing and draining as well, without the necessity of lifting the tubs either during the washing or after it is finished. The sliding wringer attachment and the drain from the tub make this heavy labor unnecessary, according to the makers.

The sliding-wringer feature serves to make it possible to operate the wringer in either direction from any place on the bench. Double control is said to give the user convenience, speed and safety in operation. The hand lever placed conveniently at the top of the side frame enables the operator to start, stop or reverse the wringer by hand alone. A foot attachment is also provided which permits the operator to use both hands in rinsing the clothes and in feeding the wringer, starting and stopping the wringer at will by application of slight pressure on the foot treadle.

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New-Principle Heavy Duty Sockets

From *Electrical Merchandising*, December, 1918

For high-wattage appliances the Despard & Gordon Company of Chicago has developed a 660-watt, 250-volt pull socket having a simple and unique quick make-and-break mechanism, with a wide breaking distance. The lever that actuates the mechanism is said to be a step forward in lever construction. It can be pulled in any direction or straight out, riding around a fulcrum. When the lever is pulled in any direction it rights itself quickly and is ready for another pull. The lever and chain can be removed readily for refinishing. Leaving the chain off, the lever can be operated with a slight pressure of the thumb, which is the natural way to manipulate a socket without a chain. The cap and shell were designed to be held together rigidly, at the same time allowing for the easy removal of the cap. This socket, known as the "Levolier," may be obtained in three cap sizes—pendant, $\frac{1}{2}$ in. and $\frac{3}{4}$ in.



Compact Alcohol Torches

From *Electrical Merchandising*, December, 1918

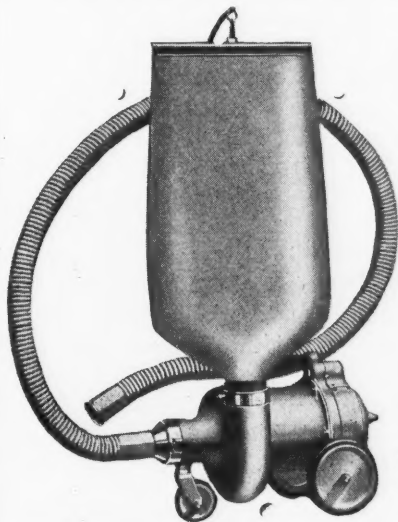
Two different styles of alcohol torches, the "Victor" and the "Roberts," have been placed on the market by the H. C. Roberts Electric Supply Company of Syracuse, N. Y.

The body of the torches is made of heavily-nickled, seamless brass tubing with a concave base to prevent corrosion. The flame is always uniform, the manufacturer says, because of the wick arrangement while leakage and evaporation are prevented by screw caps. Although the torches are but 7 in. high they are fitted with $\frac{3}{8}$ -in. wicks and give hot, powerful flames. Both styles of torches have blow pipes with rubber tubing and mouthpieces. A screw is utilized on the "Victor" torch to move the blow pipe upward or downward and bring the air nozzle into proper position, while the "Roberts" style has a bow spring between the air pipe and the body of the torch holding the blow pipe in position and yet permitting adjustment by the thumb of the hand holding the torch.

Farm-Lighting Generators with Ball Bearings

From *Electrical Merchandising*, December, 1918

Farm-lighting generators, both shunt wound and compound wound, have been placed upon the market by the Hendricks Magneto & Electric Company of Indianapolis. Two sizes of these generators are obtainable—the 30-40 volt, $\frac{1}{4}$ -kw. size furnishing current for seventy-five 20-watt lights or their equivalent, while the 30-40-volt 3-kw. type supplies electricity for 150 20-watt lights. Ball bearings are an important feature of the generator construction, and the manufacturers say that the brush area and the windings of both field and armature are of generous proportions. Pulley and base rail are furnished along with the generator.



Marine Water-tight Door Switches

From *Electrical Merchandising*, December, 1918

Door switches which are designed for the purpose of acting instantaneously when the door to which they are attached is opened even slightly are being manufactured by the Benjamin Electric Manufacturing Company, 806 West Washington Boulevard, Chicago. The devices are water-tight and made rugged throughout in order to stand up under marine service. The mechanisms are positive and quick in action.

The switches are made in two types, termed direct-acting and indirect-acting. Both types are adjustable for any direction of conduit entrance and may also be adjusted for varying widths of door frame.



Vacuum Cleaner With Aluminum Frame

From *Electrical Merchandising*, December, 1918

An aluminum frame now a part of the vacuum cleaner manufactured by the F. Bissell Company of Toledo, Ohio, allows a reduction of 11 lb. in weight, although the same power is retained. The new cleaner weighs only 22 lb. and is known as model D. Instead of a snap switch this cleaner is provided with a push switch placed conveniently on top of the frame back of the handle. It is inclosed in a casing for protection from possible accidents. The unit also has three wheels instead of four, two in the rear and a swiveled wheel in front. They are higher and ride easily over thick obstructions without lifting the cleaner. The electrical features are the same as in the model C manufactured by this company.

Electrically Started Lighting Plant

From *Electrical Merchandising*, December, 1918

For lighting farms and isolated buildings the Roberts-Hamilton Company of Minneapolis has developed a direct-connected engine and generator plant, including a switchboard and storage batteries. In starting the plant the generator is used as a motor to crank the engine. Power for operating labor lighting devices is provided by a pulley on the shaft. Six sizes of these plants may be obtained with generators ranging from 40 volts and 25 amp. to 50 volts and 30 amp., some of which use lead batteries and others Edison batteries. The engine is of single-cylinder, jump-spark design and is directly connected to the ball-bearing generator.



Bench-Type Buffing and Grinding Motors

From *Electrical Merchandising*, December, 1918

A number of sizes of double-wheel buffing and grinding motors for bench work have been added to its line of pedestal type grinders by the U. S. Electrical Manufacturing Company of Los Angeles, Cal., which the makers say have proved very useful in shipbuilding and other shops.

The alternating-current motors of the rigid riveted-frame type range from $\frac{1}{2}$ hp. to 3 hp. and are totally inclosed, having exposed laminations to facilitate heat radiation. Provision is made for lubrication by liberal reservoirs from which grit and dust are excluded by sealing rings incorporated in the housing.

Spindles are of heavy one-piece steel construction, while the grinding seats are adjustable in all directions and, if desired, can be removed. The wheel guards are said to be sturdily constructed and the waterpots can be swung out of the way under the table of the grinder. The manufacturers furnish either push-button control or no-voltage-release switches as extra equipment if so desired.

Portable Conveyor

From *Electrical Merchandising*, December, 1918

A considerable saving in both time and labor in loading, unloading and piling operations is said to be effected by the portable conveyor made by the Brown Portable Conveying Machinery Company of 105 La Salle Street, Chicago. Many different kinds of material may be handled by the conveyor, the manufacturers stating that sugar and flour in bags can be loaded or unloaded with the same ease and celerity with which boxes and baled hay are piled up. Warehouses, freight yards and factories are the fields of activity for this machine, which is operated by a 3-hp. type C. S. Westinghouse motor.

Each item will fit a 3-in. x 5-in. standard filing card. Simply clip and paste on card (or loose-leaf sheet), filing under proper heading for ready reference when you want to buy. Continued on third and fourth pages following.



It is claimed that the electrical athletes at the Electric Club-Jovian League picnic in Chicago showed great speed in the foot-races. Is it any wonder they ran? The starter's pistol, carried by Fred Duncan, scared 'em so that they covered the first 50 yards in less than record time. And the prize? Well, ask H. A. Mott what he is holding in plain view.

companies in Cleveland, Ohio, Providence, R. I., and Springfield, Mass., was praised in this connection. Mr. Morton stated that at the recent convention of the New England section of the National Electric Light Association the policy of handling appliances and lamps on a merchandising basis was featured during one of the sessions, and soon after this convention several companies operating in the Long Island Sound territory of Connecticut adopted the list plan.

It was brought out in an informal discussion that the Massachusetts lighting companies and the central stations operated by C. H. Tenney & Company, of Boston, are now selling appliances and lamps on a list basis, and that the New York Edison Company's policy in this respect is productive of good relations with the contractor-dealers in the metropolis. The speakers urged that central stations adhering to the old plan of cut price appliance and lamp sales conform to the new practice.

GEORGE H. PORTER, district manager of apparatus sales for the Western Electric Company, Chicago, and active in the Electric Club-Jovian League, has become a captain on the Surgeon-General's staff.

Brooklyn Kilowatt Club Holds Annual Meeting

The Kilowatt Club of Brooklyn, an organization in which contractors, manufacturers and central station employees are associated for co-operative purposes, held its annual meeting on Monday evening, Nov. 25, and elected the following officers for the ensuing year: H. F. Walcott, president; H. G. Disque, vice-president; E. F. Coffey, secretary and treasurer. Executive committee: W. T. Fairbairn, T. I. Jones, Al. Korber, William C. Sloan and William Bronner.

J. P. Ryan, secretary of the New York State Association of Electrical Contractors and Dealers, gave a short talk on the progress of the State Association and its significance to those present.

The feature of the evening was an address with lantern slides by E. J. H. Theimer, on "Simplified Method of Keeping Books and Accounts in the Electrical Contracting Business." The consensus of opinion after listening to Mr. Theimer for one hour and a half was that he had developed a simple, flexible and effective method of keeping track of transactions, big or little, in the electrical and merchandising business.



Everybody takes notice "when a salesman tries to sell to a salesman." Even the camera did in this case. Just look at O. P. Smith trying to persuade O. L. Johnson to take part in the aesthetic dancing at the Electric Club-Jovian League picnic in Chicago. Judging by his pugnacious jaw, burly fist, and husky forearm it doesn't look as if Mr. Johnson cares to buy the idea.



If the writer of that letter could only see Edgar Bernard now! For Edgar, putting aside his cares at Troy, N. Y., as "the youngest electrical jobber," now has a job with Uncle Sam at the Pelham Naval training station, getting ready to maintain the freedom of the well-known seas.

Jobbers and Contractors Working Together at St. Louis

"The Co-operative Organization Committee of Contractors and Jobbers" is the official name of the organization of electrical trade branches working under the "Goodwin Plan" at St. Louis, Mo. The membership is made up of both wholesalers and retailers, and monthly meetings are held for the discussion of trade problems of mutual interest.

The jobbers' committee comprises G. E. Cullinan, Western Electric Company; J. S. Cuming, Central Telephone & Electric Company; B. H. Cohen, Peerless Lighting Company; H. L. Crown, General Lighting Supply Company; R. H. Frazier, Federal Sign System; L. S. Hunt, Commercial Electrical Supply Company; S. C. Lance, Brown & Hall Supply Company; J. A. Landrigan, H. W. Johns-Manville Company; George Loring, B. T. Electric Company; Charles Scudder, Wesco Supply Company; C. E. Vail, United Electrical & Supply Company, and C. H. Wilson, Manhattan Electrical Supply Company.

The contractors represented are George T. Abel, Abel Electric Company; Fred B. Adam, Frank Adam

Electrical Company; E. P. Allison, W. A. Corrao Electrical Company; D. R. Fullerton, Fullerton Electrical Company; W. F. Gerstner, Electric Service Company; S. V. Hornbeck, Hornbeck Electrical Company; W. A. Koeneman, Guarantee Electrical Company; F. E. Newberry, F. E. Newberry Electrical Company; C. F. Smith, Eclipse Electric Company; R. E. Stewart, Stewart Electric Company; H. S. Striker, Striker Electric Company, and C. J. Sutter.

New York Jovians Hear About Telephone Work on Battle Line

"Twenty-four times the telephone line running between a front line observation post and an American battery was cut by the German gunfire, and twenty-four times the Signal Corps man went out through the storm of shell and bullets and repaired the breaks. Again the wires were shattered, and afterward, when telling of it, he was asked, 'What did you do?' He smiled and answered, 'Why, I put it up again'."

That is the sort of stuff that makes the American Signal Corps the sterling organization that it is, and the story is only one of many, both heroic



Peace and prosperity seem to have fallen to the lot of Jimmy Betts, of Betts & Betts, indeed! For peace is on his head and prosperity is in his wheelbarrow. The pose is copyrighted. Seed catalog publishers take notice. Jovian Betts objected to being snapped because his trousers were not immaculately creased but we assured him we would mention that it is a farm picture. Get your melons, gentlemen, for your Christmas pie.



"Eat fish—they feed themselves," says Mr. Hoover. And here's William C. Chapman bringing them in by the wagon load. And, appropriately enough, "Chap," when he isn't fishing is connected with Russell & Stoll, New York, dealers in marine fittings.

and humorous, that Henry J. Carroll of the New York Telephone Company told during the illustrated lecture he gave on Nov. 26 before members of the New York Jovian League at their monthly luncheon in the Hotel McAlpin. The talk was entitled "On the Battle Line with the Telephone," and was illustrated by many remarkable colored slides.

The other speaker was the Rev. C. Wallace Petty who delivered an address entitled "A Job Well Done," and who paid a glowing tribute to our boys in khaki. J. M. Wakeman, president of the league, presided. About 200 members were present.

Death of C. F. Simms of Johns-Manville Company

The H. W. Johns-Manville Company announces the death of Charles F. Simms, for many years manager of its Omaha office. Mr. Simms was associated with the company for nearly thirty years and played a large part in the development of its western enterprises. A man of sterling character, loyal, faithful, and of pleasing personality, he enjoyed the love and respect of everyone.

S. E. Cole, who has succeeded Mr. Simms in the management of the Omaha office, is a man of wide and varied Johns-Manville experience. He is well fitted to carry on the work of Mr. Simms in developing the interests and cultivating the good-will of the company's clientele.

Westinghouse Lamp Company Buys Franklin Electric

The capital stock of the Franklin Electric Manufacturing Company of Hartford, Conn., has been purchased by the Westinghouse Lamp Company. The Westinghouse Lamp Company announces that the corporate identity of the Franklin Electric Manufacturing Company will be continued and that manufacturing operations and sales activities will be conducted under the management of the present personnel. The only notable change among the officers of the Franklin Electric Manufacturing Company has been the election of Walter Cary as president, succeeding the late Jonathan Camp. Both the Franklin Electric Manufacturing Company and the Westinghouse Lamp Company are manufacturers of incandescent lamps.

A. N. PREMO, formerly of the Thomas A. Stewart Company, Hartford, Conn., is now connected with the New England Engineering Company as supply specialist, with headquarters at Waterbury, Conn.

(Continued on page 290)



Every cigar company that sees this picture will claim that C. B. Hughes of the Minnerellac Electric Company, Chicago, had to get back of one of their favorite brands to "register" such an expression of good nature, prosperity and self-confidence. But, take it from us—Hughes is just naturally a twin brother to a smile—cigar or no cigar. More power to him.

Industrial Elevating Truck

From *Electrical Merchandising*, December, 1918

Adapted to carry the platforms used by hand trucks, an elevating platform electric truck is being manufactured by the Buda Company, Railway Exchange, Chicago. Platforms for very short hauls may be carried by hand trucks while the electric may handle these platforms for longer hauls. The maker says this will greatly facilitate "process manufacture." The truck, which elevates a 4000 lb. load 3 in. and steers on all four wheels, is equipped with Edison storage batteries and a Diehl motor with a Cutler-Hammer controller.

Ozone Water Purifier

From *Electrical Merchandising*, December, 1918

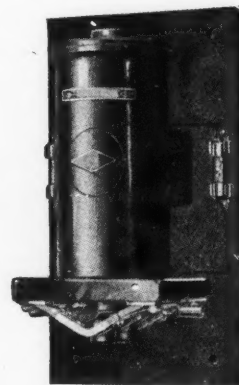
For use in homes, offices, drug stores, restaurants, hospitals and the like, the Ozone Company of America, Milwaukee, Wis., has designed a convenient size of ozone water purifier. The manufacturer says that in the ozoning process employed ozone is produced by means of an electric current and mixed thoroughly with the water as drawn from the faucet. It is also held that the extra oxygen atoms of the ozone combine with organic matter of the germs in the water and burn them up, the carbon dioxide formed by this chemical action passing out into the air and leaving a trace of the same effect produced in carbonated beverages. This adds to the palatability of the ozonized water. It is claimed that all tastes and odors are removed by this process.

Water supplies are frequently chlorinated, and it is claimed that this ozone water purifier will eliminate the odor and taste of chlorine from the water in the same way as it eliminates other objectionable odors and tastes. It also is stated that each of the water purifiers has a producing capacity of more than 2000 gal. a day; therefore any user is entirely independent of the condition of the water at the municipal plant in his city.

Remote-Control Switch

From *Electrical Merchandising*, December, 1918

Automatic no-voltage-release equipment known as the "type A Diamond H" remote-control switch has been recently brought out by the Hart Manufacturing Company of Hartford, Conn. This outfit has been designed with a low-resistance closing coil and a high-resistance locking coil, the former operating only while the switch is closing and the latter being continuously in circuit when the switch is closed. If the control switch is opened or there is a failure in line voltage, an armature suspended by the high-resistance coil falls, thus unlocking a main armature and allowing the switch to open by gravity. The manufacturer points out that this equipment is especially applicable for marine service, such as controlling the externally visible lights of a ship from the bridge, a watertight "Diamond H" marine switch being provided for use of this kind.



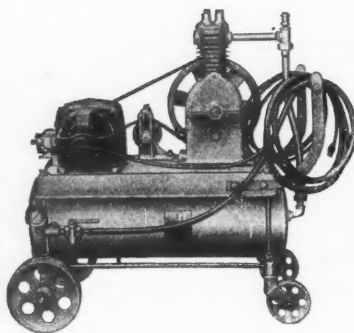
Economical Splash-Oiled Air Compressor

From *Electrical Merchandising*, December, 1918

Especially adapted for inflating automobile tires, the Curtis Pneumatic Machinery Company of St. Louis is marketing a motor-driven air compressor which has the advantage of a storage tank in addition to that of portability. An especially well-designed splash self-oiling system is said by the manufacturer to be one of the distinctive features of the compressor. The fly-wheel of the compressor has fan-blade spokes and cools the cylinder when run in either direction—one way the air is blown against the cylinder and in the opposite direction the air is pulled past it.

The possibility of broken valves dropping and so injuring the machine is prevented by a safety cage, while a hand unloader permits starting the compressor against tank pressure without burning out the motor or blowing the fuses.

The model illustrated is obtainable with either belt or gear drive, as is also a special model for use in limited space.



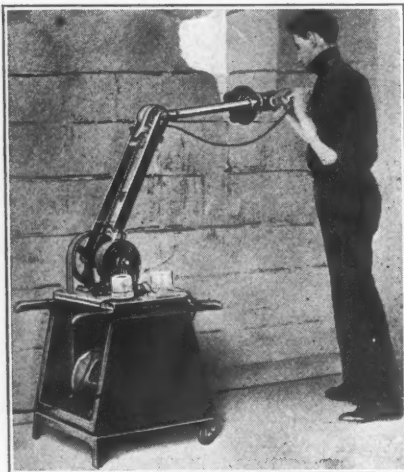
Motor-Operated Rubbing Machine

From *Electrical Merchandising*, December, 1918

To meet the demand for a speedy machine with a good range of action for rubbing and polishing side walls, columns, bridges, subways, etc., the Cavicchi Polishing Machinery Company of Quincy, Mass., has developed a portable motor-operated machine said to do the work of ten laborers.

The rubbing wheel is on a jointed arm and has a radius of action of 6.5 ft. vertically from the floor and 8 ft. horizontally. The rubbing wheel and the water pump, which eliminates dust, are driven by a motor made by the General Electric Company, Schenectady, N. Y.

Springs in the arm counteract its weight and keep the carborundum wheels of the various kinds suitable for different classes of work pressed against the wall regardless of its irregularity. An ample supply of water is provided by a reservoir in the body of the machine.



Interchangeable Cut-out Bases

From *Electrical Merchandising*, December, 1918

The use of "Noark" tap straps now enables the same "Noark" cut-out bases to serve on either branch or main lines, thus reducing the quantity of material needed by wiremen and the stocks carried by supply houses.

The cut-out bases are obtainable in 2 amp. capacities, 0-60 and 61-200, in one-pole, two-pole and three-pole sizes, and in various styles and voltages. The contacts are secured in the porcelain without screws passing through from underneath, consequently doing away with waxed counterboxes, yet interposing a solid insulating body between the live metal parts and the surface upon which the bases are mounted.

Many combinations are said to be made possible by these interchangeable bases and tap straps, which are being made for National Electrical Code fuses by the Johns-Pratt Company of Hartford, Conn., and are being distributed by the H. W. Johns-Manville Company of New York City.

Watertight Angle Marine Fixture

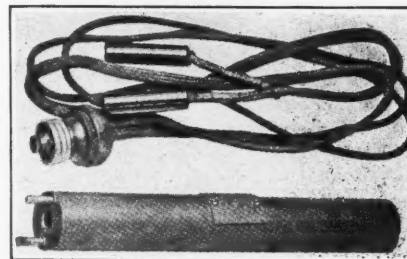
From *Electrical Merchandising*, December, 1918


Simplicity of construction is the main feature of the watertight angle bulkhead or wall fixture now being manufactured by the Benjamin Electric Manufacturing Company, 806 West Washington Boulevard, Chicago, Ill. This device is made with a one-piece, 90-deg. angle bracket and accommodates the Navy standard globe and guard. The metal parts are cast in the electrical device, either key or keyless type, and made of rugged material throughout, the insulated portions being of molded material.

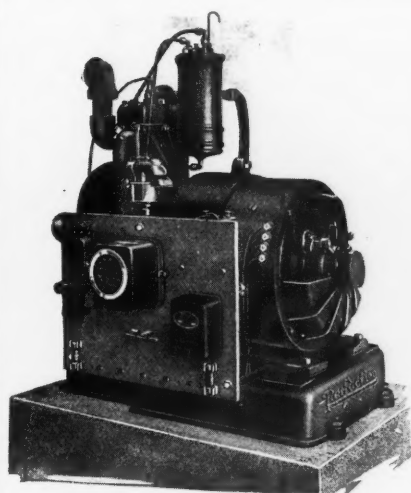
Electric Heater for Use with Medicinal Solutions

From *Electrical Merchandising*, December, 1918

In warming solutions for medicinal purposes it is often essential that an even temperature be maintained. With this end in view the William H. Dalton Company of Salem, Mass., is making an electric heater which incloses the tubing carrying the solution from the supply to the point of application so that as the solution is needed it is heated to an even temperature. By using a light-dimming socket in conjunction with the heater it is possible to lower or raise the temperature of the solution by varying the amount of current fed to the heater. Connecting plugs and cord are supplied.



Clip These for Your Card or Loose-Leaf File of New Merchandise 



Farm-Lighting Plant

From *Electrical Merchandising*, December, 1918

Comprising an engine directly connected to a generator, a controlling switchboard and a set of storage batteries, automatic and semi-automatic farm-lighting plants are being made by the Perfection Storage Battery Company, Rhodes Avenue and Fortieth Street, Chicago.

The water-cooled engine develops 3 hp., is equipped with a carburetor for either kerosene or gasoline burning and has a power pulley for running pumps, feed grinders, milking machines and other labor-lightening devices. Generators are of either 32-volt or 65-volt type, have a capacity of 1500 watts, or seventy-five 16-cp., 20-watt lamps, and utilize a fan on the engine flywheel for cooling and to prevent overheating.

The control panel contains a combined automatic cut-out start and stop switch, an ampere-hour meter, an auxiliary ignition switch, a battery-charging switch, light fuses and a bell-signal of the semi-automatic style to indicate when the batteries need recharging. On the automatic-type plants the batteries are kept full without outside attention.

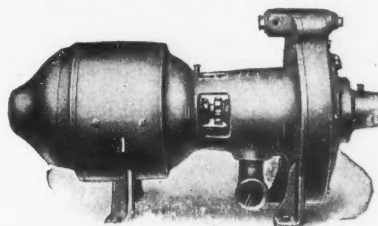
Steam-Driven Lighting Sets

From *Electrical Merchandising*, December, 1918

The Lucey Manufacturing Corporation, Woolworth Building, New York City, is making a steam turbine and an electric generator in one complete unit. It is built for generating electricity wherever steam is available. Two sizes are obtainable, a 1-kw. machine and a 1½-kw. outfit which generates electricity for sixty 25-watt lamps or their equivalent.

The two sizes are very similar in design, each being assembled on a single base and having a small steam turbine mounted on the same shaft with a 110-volt direct-current dynamo. The shaft is supported on ball bearings and the entire mechanism is completely inclosed. It is said that there is little vibration with

the "Turbolite," as the device is called. There is a governor in the turbine wheel which may be adjusted without disassembling the machine. Steam pressure of from 75 lb. to 150 lb. will result in the outfit running at from 2500 to 3000 r.p.m.



Charging Panels for Damp Locations

From *Electrical Merchandising*, December, 1918

Where the battery-charging outfit is exposed to leaks in the roof or other sources of moisture it is important to protect the switchboard apparatus. This the Automatic Electrical Devices Company, Cincinnati, Ohio, accomplishes by roofing the panel. This particular panel is also designed for the minimum space requirement.

In addition to the usual equipment of switches and circuit breakers it is equipped with a chorgometer and automatic underload switch which disconnects the batteries in case of failure of line voltage and recloses the circuit upon the restoration of the supply voltage. It is stated by the manufacturer that the charging operation is extremely simple, requiring only the setting of the chorgometer for the desired length of charge and closing the switch.

The company makes a wide range of panels for charging Edison as well as lead batteries.

Luminous Attachment for Pull-Chain Lamp Sockets

From *Electrical Merchandising*, December, 1918

An adaptation of the self-luminous substance used on the hands and figures of their watches is being marketed by Robert H. Ingersoll & Brother, 315 Fourth Avenue, New York City, for attachment to the pull chains of lamp sockets. The lamp is thus readily found in a dark room. The "Ingersoll Lite," as the device is called, consists of a small unbreakable glass filled with the luminous substance. A brass cap completes the attachment, which can easily be placed on the chain without the use of tools.

Solderless and Tapeless Insulated Wire Connector

From *Electrical Merchandising*, December, 1918

An insulated wire connector using neither solder nor tape and requiring only a screwdriver to attach it to the wires in fixture outlets and in other installations has been recently developed and is being made in the United States and marketed by C. Jackson, 22 College Street, Toronto, Canada. The device, which has been approved by the Underwriters' Laboratories of Chicago, comprises a connector proper and an insulating shell. The former consists of a brass plate holding two screws to which the wires are attached while grooves on two sides of the plate assist in securing the wire ends firmly. Molded insulating material is used in the construction of the tubular shell which is made in two pieces. The main section incloses the metal connector, and has an outlet for one wire at one end and threads at the other end into which the cover is screwed.

Among the advantages claimed for these Walger connectors are the elimination of blow torches, alcohol, paste, solder and rubber tapes, a saving of time in making connections and a considerable saving of space in the electrician's outfit.

Alternating-Current Electric Welder and Cutter

From *Electrical Merchandising*, December, 1918

Economy, efficiency and portability in cutting and welding are claimed for the use of an alternating-current electric arc welder manufactured by the Electric Arc Cutting & Welding Company, 222 Halsey Street, Newark, N. J. The machine is designed for use with alternating current and consists of a special transformer with no moving parts. The temperature and the amount of heat at the arc can be varied to suit the proper melting points of nearly all metals.

This machine is especially recommended by the maker for use on boiler construction and repairs, ship construction and repairs, locomotive construction and repairs, tank manufacturing and repairs, pipe manufacturing, automobile construction, railroad line work and cutting of shell stock by nicking, and kindred uses.



Stove with Replaceable Heating Unit

From *Electrical Merchandising*, December, 1918

Ease and quickness in repairing are facilitated by the readily replaceable heating unit featured in the No. 103 stove recently brought out by the Redtop Electric Company, 8 West Nineteenth Street, New York City. It is pointed out by the manufacturer that where stoves are used on farms and homes distant from electric repair shops the exchangeable heating unit makes it possible for the user himself to do the repairing.

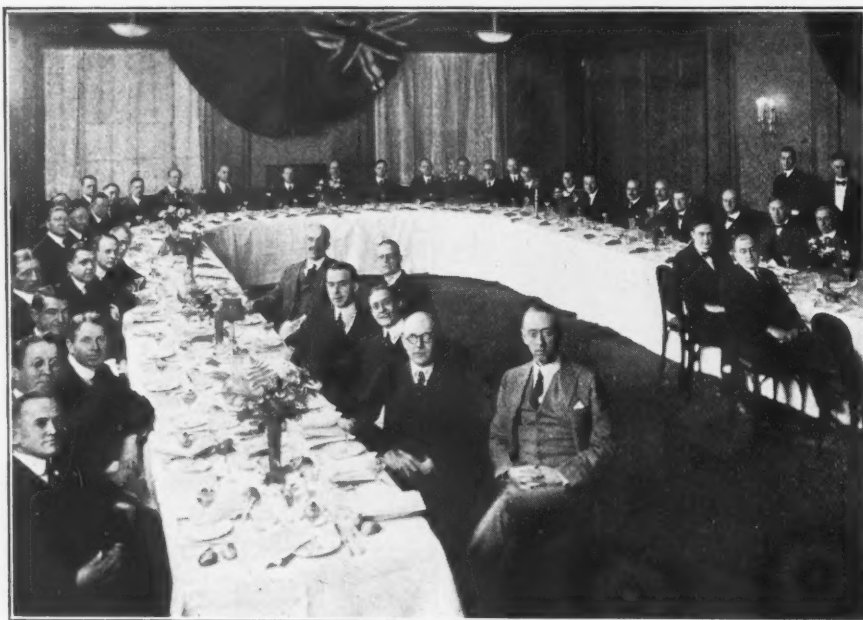
The stove is of polished nickel plate, has a steel top and two handles, is wound for voltages ranging from 32 to 240, either alternating or direct, and requires 600 watts.

Kitchen Motor

From *Electrical Merchandising*, December, 1918

For lightening labor in the kitchens of hotels, restaurants and homes the Hobart Manufacturing Company of Troy, Ohio, is marketing the "Kitchen Aid," a contrivance for connection with a lighting socket. The machine consists of an inclosed motor for alternating or direct current, mounted on a stand for holding mixing bowls, churns and freezers, and can be run at three speeds. The motor is geared either to a vertical or to a horizontal shaft. The latter can be connected to detachable coffee grinders, meat choppers, vegetable and fruit slicers, while the former revolves mixers for cakes and bread, beaters and whippers, potato mashers and soup strainers. Attachments for other uses may also be obtained for the machine. The unit is 27 in. high, is finished in white and gold and may be obtained with a cabinet stand for holding the various attachments.

Each item will fit a 3-in. x 5-in. standard filing card. Simply clip and paste on card (or loose-leaf sheet), filing under proper heading for ready reference when you are in the market for electrical appliances or supplies.



Three days of rain apparently did not dampen the spirits of these forty-odd members and guests of the Conference Club at its ninth meeting in Pittsburgh on Nov. 21, 22 and 23. After witnessing golf matches in which W. Creighton Peet won the President's cup, Fred T. Newbery of St. Louis won the Pittsburgh Committee cup, and T. B. Hatfield of Indianapolis won the Westinghouse cup, despite the rain, these erstwhile students of the problems in the electrical industry are waiting with quiet resignation for the photographer to pop his flash. Doesn't look as if they were dreaming of that Westinghouse dinner about to be served, but they are.

C. Phillips Hill Returns to Pittsburgh

Capt. C. Phillips Hill, president of the Doubleday-Hill Electric Company, Pittsburgh, has resigned his connection with the War Department at Washington, and has returned to civil life.

Since April, 1918, Captain Hill had been connected with the Quartermaster General's office in Washington, D. C., with duties covering the work of conservation and reclamation in military camps at Atlanta, Philadelphia, New York and other places in the East.

Previous to his Washington connection, Captain Hill's record is as follows: He served two years during the early nineties with the First Regiment of Artillery, Ohio National Guard. During August, 1916, he attended the Officers' Training Camp at Plattsburg, N. Y. A commission as captain in the Quartermaster U. S. Reserve Corps was obtained in January, 1917. Captain Hill was ordered to active duty at Charleston, S. C. on May 22, 1917, on cantonment construction work. In June, 1917, he was placed in charge of electrical installation at Camp Gordon, Atlanta, one of the cantonments which provided for 40,000 men. From Atlanta he was ordered to France on Aug. 30,

1917, to take charge of electrical installation in large salvage shops. He was reassigned to duty in Washington last April.

CHAMPION & RYAN, 299 Broadway, New York, have been appointed sales representative of the

France Manufacturing Company, Cleveland, for New York, Boston, Philadelphia and adjacent territory. Champion & Ryan have also been made sales representative of the Ajax Electric Specialty Company, St. Louis, for New York, Boston, Philadelphia, and foreign territory.

THE BUTTE ENGINEERING & ELECTRIC COMPANY of San Francisco announces the removal of its offices and plant to 530 Folsom Street, San Francisco.

"PEOPLES ELECTRIC SUPPLY COMPANY" is the new name of the Peoples Electric & Gas Company of Okmulgee, Okla. All business will be carried on under the new name. The main office of the company has been moved to Tulsa, Okla.

VERNON B. SILL, for many years connected with the New York Construction Company and with the Commercial Construction Company, has become connected with the electrical contracting department of the G. E. Engineering Company, New York.

THE BAKER-JOSLYN COMPANY announces the removal of its San Francisco office and warehouse to 183-199 First Street, corner of Howard, San Francisco, and cordially invites its friends to visit and inspect its new place of business.



The "flying circus" of the Brooklyn electrical committee, which was in service on the Brooklyn streets night and day during the Fourth Liberty Loan. The picture above shows M. S. Seelman, Jr., W. H. Wells, G. Gartner, D. Lonetti, J. Gerson and J. McKenna of the Brooklyn Edison Company, and R. G. Cullen and J. S. McNulty of the Westinghouse company. The sailor boy band is from the armed guard of the Brooklyn Navy Yard.

"Business as Usual"

WAR INDUSTRIES BOARD

WASHINGTON

November 18, 1918.

1. All certificated jobbers and all dealers, contractors and other customers of jobbers are hereby relieved from the obligation to give and require pledges relating to raw materials, semi-finished and finished products, in accordance with Circular No. 57, issued by the Priorities Division of the War Industries Board, under date of November 11, 1918.

2. This releases you of the necessity for filing with manufacturers and your suppliers any further copies of the certificate which was issued by this Section.

3. You are free to proceed in the conduct of your business as you were before the war, as all restrictions have been removed from jobbers.

*Electrical and Power Equipment Section
War Industries Board*

F. B. EAVES

Every electrical engineering and manufacturing facility of this company is again engaged in the work of construction for peace-time needs.

95-68

General  **Electric**
General Office **Company** Schenectady, N.Y.

"They build over 500,000 motors a year—could there be any stronger recommendation for a MOTOR?"



The man in your town who knows Motors

EVERY city and large town has its G-E Motor Agency.

You can depend on the G-E Motor Agency man's thorough knowledge of the application of electric power. He does not rely on guesswork—he knows horse-power ratings, types of motors and the correct control.

The business of the G-E Motor Agency man is to conserve power, increase production and add to the profits of his customers. The door of every industry in his community—from the "electric shoe repair

shop" to the big manufacturing plant—is wide open to him for what he knows and the way he serves. And not the least of his assets is the company behind him, building more than 500,000 motors a year, and whose foremost engineers he can freely consult.

Call on your local G-E Motor Agency man—he can meet your power needs either by the installation of new motors or by rearranging motors and machines without necessitating the purchase of additional equipment.

GENERAL ELECTRIC COMPANY, Schenectady, N. Y.

Look for this sign—
It is displayed by every
G-E Motor Agency

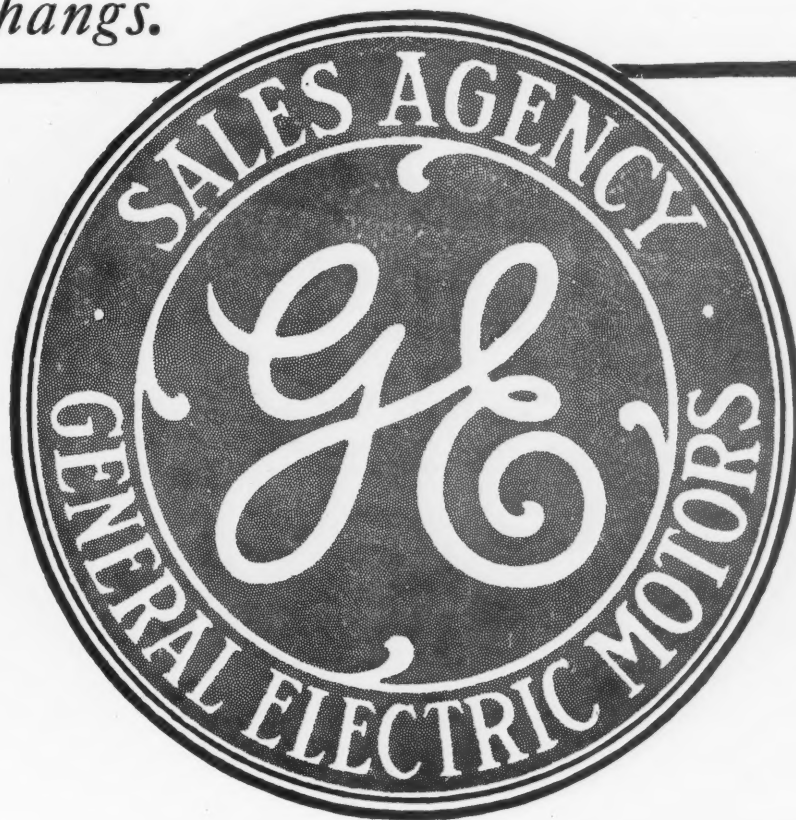


motors

From the Mightiest to the Tiniest

GENERAL ELECTRIC COMPANY

The bulk of the best electric motor business in any community usually goes into the door where this sign hangs.



The man in your town who buys Motors

ORDINARILY, in his purchases, he is actuated by preference, which, broadly analyzed, is the sum of his impressions and his experience.

If he is an old customer, he purchases largely on experience or performance.

If he is a new customer, he buys on impressions—impressions of others' experience—impressions gained via the personality of the salesman who calls on him—impressions graven on his mind over a short or long period by advertising.

Ten to fifteen million people—the whole

magazine-reading public—are constantly getting impressions of G-E Motors, from advertisements like that on the opposite page, which appears in Collier's Weekly of Nov. 30th, the Saturday Evening Post of Dec. 28th, American Magazine for January and elsewhere.

The cumulative effect of G-E Motor advertising on the man who buys motors in your town cuts down to the minimum the selling resistance of G-E Motors, particularly if the G-E Motor Agency is thoroughly identified in its community with the sale of G-E Motors.

GENERAL ELECTRIC COMPANY, Schenectady, N. Y.

GE motors

From the Mightiest to the Tiniest

GENERAL ELECTRIC COMPANY

Every electrical engineering and manufacturing facility of this company was applied "without stint or limit" to the vital business of winning the war



Every inconspicuous wiring device has its part to play—

Now that the war is won, historians will tell the story of the stupendous tasks met by the industrial forces of America, and the part of electricity in this great undertaking will be understood in its full significance.

In ship-building, freight handling, munitions making and the production of steel, food and clothing, electric light, heat and power have rendered indispensable assistance.

All this use of current has involved trans-

mission problems the solving of which has required great quantities of wire, cable and wiring devices. If any of these fail they spoil the whole installation and—the contractor gets the blame.

The quality of General Electric Company products has won them a prominent place in public consideration. The service they have rendered, though not by its nature spectacular will remain, nevertheless, as a lasting recommendation in times of peace for—

G-E RELIABLE WIRING DEVICES

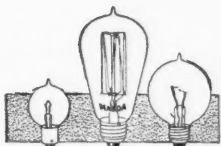
General  **Electric**
General Office **Company** Schenectady, N.Y.

—not the name
of a thing,
but
the mark of a service



MAZDA

"Not the name of a thing, but the mark of a service"



A MAZDA Lamp for every purpose

MAZDA is the trademark of a world-wide service to certain lamp manufacturers. Its purpose is to collect and select

scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive this service.

MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady, New York. The mark MAZDA can appear only on lamps which meet the standards of MAZDA service. It is thus an assurance of quality. This trademark is the property of the General Electric Company.



RESEARCH LABORATORIES OF GENERAL ELECTRIC COMPANY

**Don't
Overlook
This
Sales
Opportunity**



THE most severe weather of Winter is just ahead. The most efficient home heating plant will fail to maintain a "comfy" temperature in many a favorite corner—to say nothing of rooms that require a *certain* source of heat; bathrooms, nursery, sick rooms, etc.

This new model 45 reflector type, Rutenber Electric Radiator gives every electrical dealer a *high grade* product to offer this huge sales field. It is another Rutenber *quality* product that can be sold with absolute confidence in its serviceability. Note position of the heating element, the handy cut-out switch, 8 feet of cord and plug, etc. "Here is real value!" your customers will exclaim.

*Write for literature—or better yet,
enter your order NOW.*

Rutenber Reflector Type Radiators are supplied mounted on a swivel base to permit of operation at any angle, and is finished in highly polished copper and handsome black enamel.

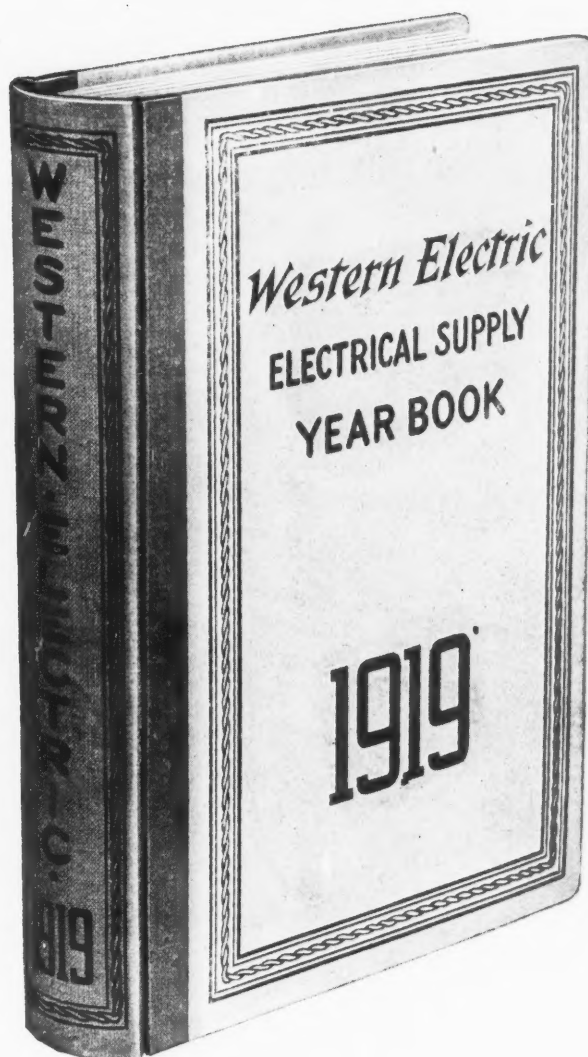
**Other Rutenber
Quality Products**

*Electric Ranges
Electric Hot Plates
Electric Table Stoves
Electric Irons
Electric Toasters
Etc.*

RUTENBER ELECTRIC COMPANY

Marion, Indiana, U. S. A.

HERE'S YOUR UP-TO-DATE
ELECTRICAL REFERENCE
BOOK—QUITE COMPLETE
YET CONVENIENT TO HANDLE



Western Electric Company

INCORPORATED

New York	Philadelphia	Atlanta	St. Louis	Kansas City	Chicago	Denver	San Francisco
Newark	Baltimore	Richmond	Memphis	Minneapolis	Detroit	Salt Lake City	Oakland
Boston	Syracuse	Birmingham	New Orleans	St. Paul	Cleveland	Spokane	Los Angeles
New Haven	Buffalo	Charlotte	Dallas	Duluth	Indianapolis	Omaha	Seattle
Providence	Pittsburgh	Savannah	Houston	Milwaukee	Cincinnati	Oklahoma City	Portland

EQUIPMENT FOR EVERY ELECTRICAL NEED

John Wanamaker buys 100



The John Wanamaker Store, Philadelphia. One of the largest, one of the busiest, one of the most perfectly conducted department stores in the world.

The Grand Court in the John Wanamaker Store, Philadelphia. Thousands of merchants visit this arcade every year to see how business is being handled.

more National Cash Registers to meet the present-day shortage of help.

Mr. Wanamaker says:

"A large number of people have been taken out of the big stores. The men have enlisted. The women have gone into Red Cross work and nursing.

"We are able to fill some of their places with improved cash registers. This frees many persons for war work."

Mr. Wanamaker's statement that cash registers save labor, is based upon critical investigation and upon experience with N. C. R. Equipment extending over many years.

His recognition of the labor-saving qualities of modern National Cash Registers is plainly shown by a contract he has just placed for nearly \$100,000.00 worth of machines. This order calls for 100 of

our latest model clerk-wrap registers. It is the largest single order ever placed with us for one store.

The high character of Mr. Wanamaker's stores, the careful tests made by his executives, and the size of his orders, combine to make his personal endorsement extremely important to other merchants struggling with the present-day shortage of help.

The National Cash Register Company, Dayton, Ohio

Offices in all the principal cities of the world

IVANHOE

STEEL REFLECTORS

SERVICE TO LAMPS

Enlisted in the Fight Against Gloom and Glare

Real salesmen, who sell *lighting* and not merely lamps and reflectors, will be glad to know that efficient engineer-

ing service can be obtained from the following Ivanhoe Distributors. They will help you serve your customers.

Ivanhoe-Regent Works of General Electric Company, Cleveland, O.

"Service to Lamps"

Julius Andrae & Sons Co.,
Milwaukee, Wis.
The Avery & Loeb Electric Co.,
Columbus, Ohio.
B.R. Electric Company,
Kansas City, Mo.
Carter Electric Company,
Atlanta, Ga.
Erner Electric Company,
Cleveland, Ohio.
Wm. Hall Electric Company,
Dayton, Ohio.
E. B. Latham & Company,
New York City.
Matthews Electric Supply Co.,
Birmingham, Ala.
Electrical Specialties Co.,
Detroit, Mich.
Milnor Electric Company,
Cincinnati, Ohio.
Northwestern Elec. Equip. Co.,
St. Paul, Minn.

Pacific States Electric Co.,
San Francisco, Calif.
Los Angeles, Calif.
Oakland, Calif.
Portland, Ore.
Seattle, Wash.
Perry-Mann Electric Co.,
Columbia, S. C.
Pettingell-Andrews Co.,
Boston, Mass.

Philadelphia Electric Company,
Supply Department,
Philadelphia, Pa.
Republic Electric Company,
Cleveland, Ohio.
Southern Electric Company,
Baltimore, Md.
Southwest General Electric Co.,
Dallas, Texas.
Frank H. Stewart Electric Co.,
Philadelphia, Pa.
Tri-City Electric Company,
Newark, N. J.
Union Electric Company,
Pittsburgh, Pa.
Wesco Supply Company,
St. Louis, Mo.
Western Electric Company,
Philadelphia, Pa.
Western Electric Company,
Richmond, Va.
Wheeler-Green Electric Company,
Rochester, N. Y.

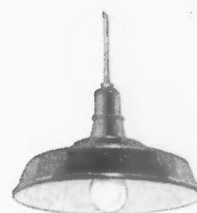


IVANHOE REFLECTO-CAP
for Glareless Lighting Where
Good Vision is Paramount.

IVANHOE RLM STANDARD
for Standard Illumination Meet-
ing All Code Requirements.

Bring the Light to the Spot with the ANDERSON ARM

In one straight motion you carry the light from wherever it *is* to wherever you *want* it. The universal joints accommodate themselves to any position. The lamp "stays put" without adjustment. You can light the top side, bottom side or inside of most anything—*instantly!* You don't adjust anything or bother with thumbscrews. *You aim it—then let go—that's all.* And while this is the most convenient and the most efficient method of local lighting, it has this other feature—that it *protects the lamp*, making possible the use of MAZDA lamps in many places where only carbon lamps were used before.



ANDERSON *Self-Adjusting* ARM



Local lighting, with or without the Anderson Arm, is *not* recommended *in place of* general overhead illumination. It is never a substitute for, but should be used only as a *supplement to*, general lighting. Sold exclusively by

IVANHOE-REGENT WORKS
of General Electric Company
Cleveland, Ohio

"Ivanhoe" Steel Reflectors and "Regent" Illuminating Glassware



Go!

*says the Government
to*

Johns-Manville Fire Extinguishers

This means your jobber is stocking up with the Johns-Manville Fire Extinguisher and will take your orders for them now. By early Spring the business tide will be running full. The long-pent-up demand—freed at last—will gather momentum as it goes along and carry the demand for machines way beyond any previous high-water mark. Get ready for it—start now! Get your reservations in early—right away, so you can get your share of the business.

In spite of high raw material costs the list price of the Johns-Manville Extinguisher has not been advanced.

Price \$10 \$10.50 West
of the Rockies.
Brass or Nickel. Bracket included.

Through—
Asbestos
and its allied products

INSULATION
that keeps the heat where it belongs
CEMENTS
that make boiler walls leak-proof

ROOFINGS
that cut down fire risks

PACKINGS
that save power waste

LININGS
that make brakes safe

**FIRE
PREVENTION
PRODUCTS**

JOHNS MANVILLE

Johns-Manville Sales Policy

THIS resumption of selling will come as welcome news to the many dealers and jobbers in the field. It puts into active service again the **Johns-Manville Sales Policy**, which for two years has built business friends, good will and profits during the last twenty-four months. A real opportunity is offered to the trade not yet allied with this policy. We should like to make this resumption of active selling the occasion of welcoming many new dealers into the Johns-Manville family.

We sell only to the recognized jobber.
The jobber sells and stocks the retail dealer.
The margin allowed by the jobber to the dealer is liberal, even on small orders.

That such a plan is the right one—sound, as well as fair—has been proven over and over again

Ask your jobber about the plan, and particularly about the protection it affords the small dealer.

H. W. JOHNS-MANVILLE CO.
New York City
10 Factories — Branches in 63 Large Cities

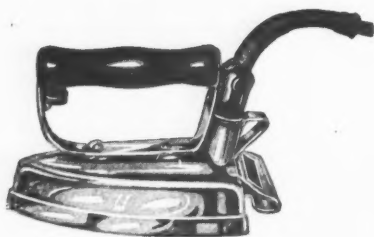
Electrical Products

Central Stations
Contractor-Dealers
Electrical Jobbers

We Will Be

WAR has at last loosed its restraining grip! Every sign of the times points to a huge 1919 for the electrical industry. Central Stations *everywhere* are already providing plenty of latitude for their New Business Departments. The "buying" public is again becoming a *buying* public.

Hotpoint is preparing for this new era. Anticipating the Reconstruction Period we are planning to offer even more than the famous "Hotpoint Service" of old.



**Hotpoint
Iron**

The Iron celebrated for its hot point, cool handle and attached stand (eliminates lifting), made in 3 sizes—3, 5, 6 pounds.



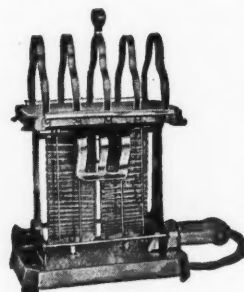
**Hotpoint
Ovenette**

Fits round grill burners or any Hotpoint Electric Range. Bakes and roasts perfectly.



**Hotpoint
Radiant Grill** (3-heat)

Boils, broils, fries and toasts: any two operations at same time, one above and other below the coils, at current cost of one.



**Hotpoint
Toaster**

Toast 2 slices at once right on the table—saves running back and forth to the kitchen.

A Message from *Hotpoint*

Ready for 1919!

The broad Hotpoint plan of intensive merchandising effort is to be *broad*er than ever; the complete Hotpoint line is *more complete* than ever. Never have we planned to offer more to the resale electrical industry than the cooperation and assistance already mapped out for 1919.

Let us work with you in developing your plans for the coming year.

Hotpoint Division

EDISON ELECTRIC APPLIANCE CO., Inc.

CHICAGO, ILLINOIS



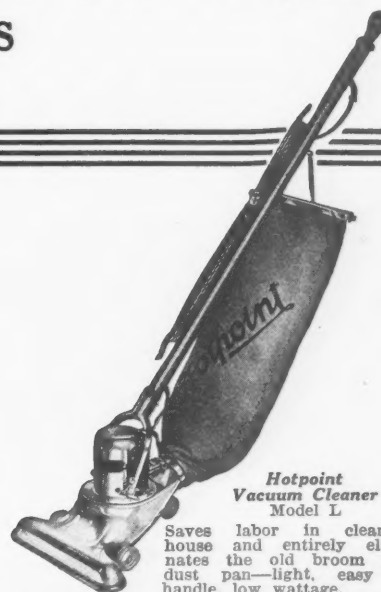
Hotpoint
Valveless Percolator

Replaces the old coffee pot, makes coffee right on the table, 6 cups at a time.



Hotpoint
Valveless Percolator

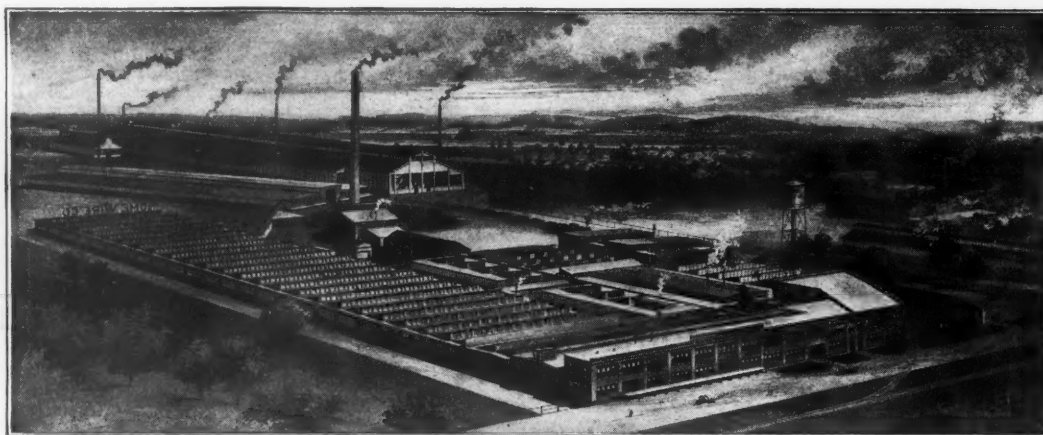
Makes better coffee more conveniently.



Hotpoint
Vacuum Cleaner
Model L

Saves labor in cleaning house and entirely eliminates the old broom and dust pan—light, easy to handle, low wattage.

AN APPRECIATION



THE HOME OF ROME WIRE

During the days of the Great Conflict the entire resources of the Rome organization were devoted to war work. Our factory was working night and day, to utmost capacity, producing millions of feet of electric wire and cable for the Army and Navy.

We wish to express our appreciation to the loyal and patriotic users of Rome Wire whose constant co-operation during the war was not only a very practical help but a source of splendid inspiration. Their willingness to put their own needs in the background so that Government orders might take precedence helped us to "carry on" and speed up our war work.

Now that Victory has been achieved and Right re-established we are rapidly putting our plant back on a peacetime basis. Our organization of highly-skilled workers, whose loyal efforts enabled us to meet the needs of the Government, is intact; and we will very soon be able to say, as of yore—

Prompt delivery of Rome Wire.

Rome Wire Company
Rome, N. Y.



"American Beauty" Electric Iron The best iron made

Not enough to supply the demand

In compliance with the Government's wishes that every ounce of metal and every moment of time possible be devoted to the manufacture of strictly war supplies, the output of "American Beauty" electric irons and other electric heating devices for household use has been very materially restricted and we are now bending very much of our energies and manufacturing facilities to the production of electric soldering irons, glue pots, hot plates, air heaters, and similar devices that are absolutely essential in the manufacture, operation, equipment and repair of aeroplanes,

guns, ships, munitions, trucks, motors, gas masks, food containers, etc.

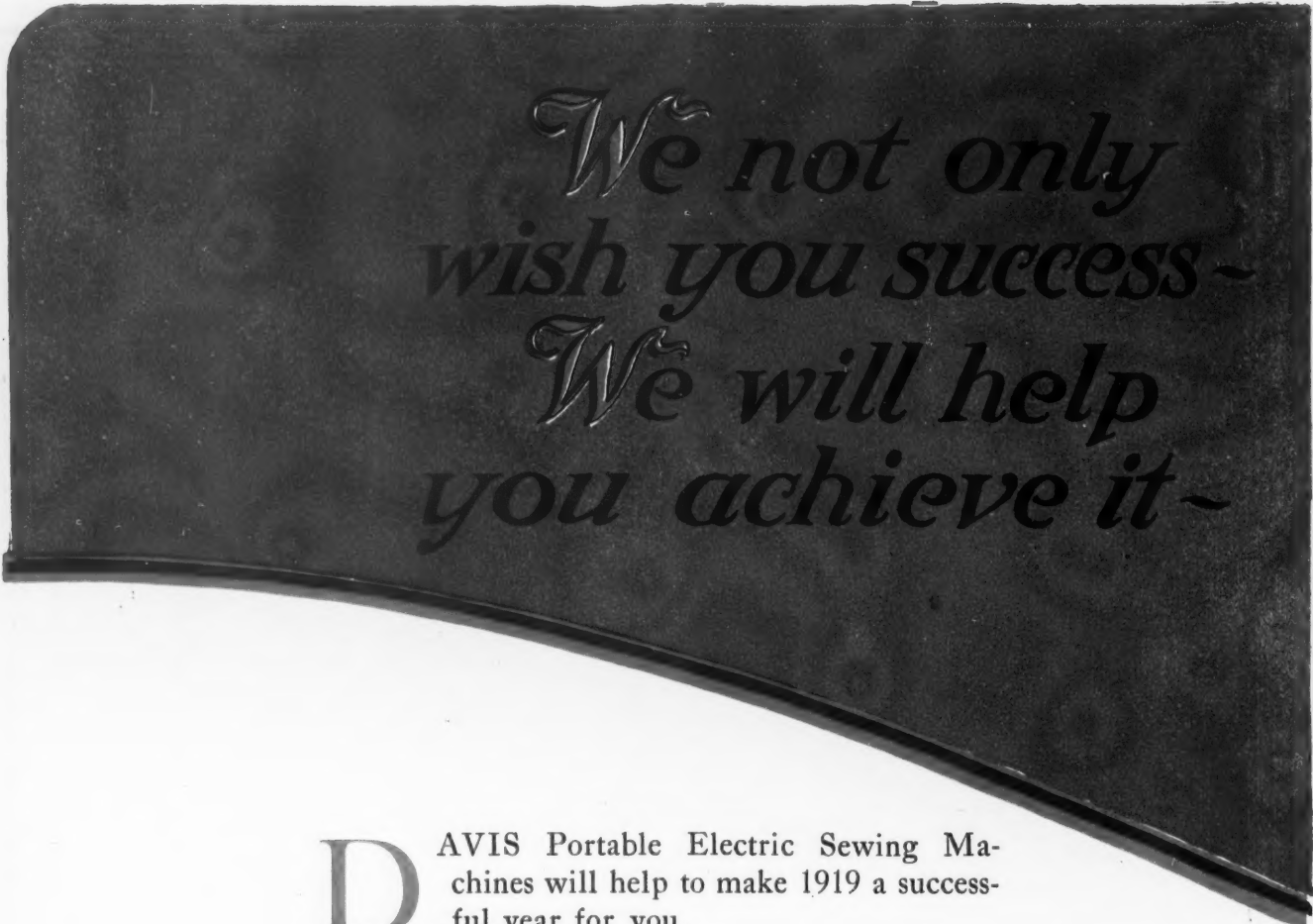
This means of course that many people wishing to purchase "American Beauty" electric irons and other devices for household use must be temporarily disappointed but we believe that if you will inform your customers of the reasons for this temporary shortage most of those customers will gladly comply with the Government's wishes and defer purchasing an electric iron or other electric heating device for household use until such time as they can secure an "American Beauty"

American Electrical Heater Company

Detroit, U. S. A.

Oldest and Largest Exclusive Makers

Established 1894



*We not only
wish you success—
We will help
you achieve it—*

DAVIS Portable Electric Sewing Machines will help to make 1919 a successful year for you.

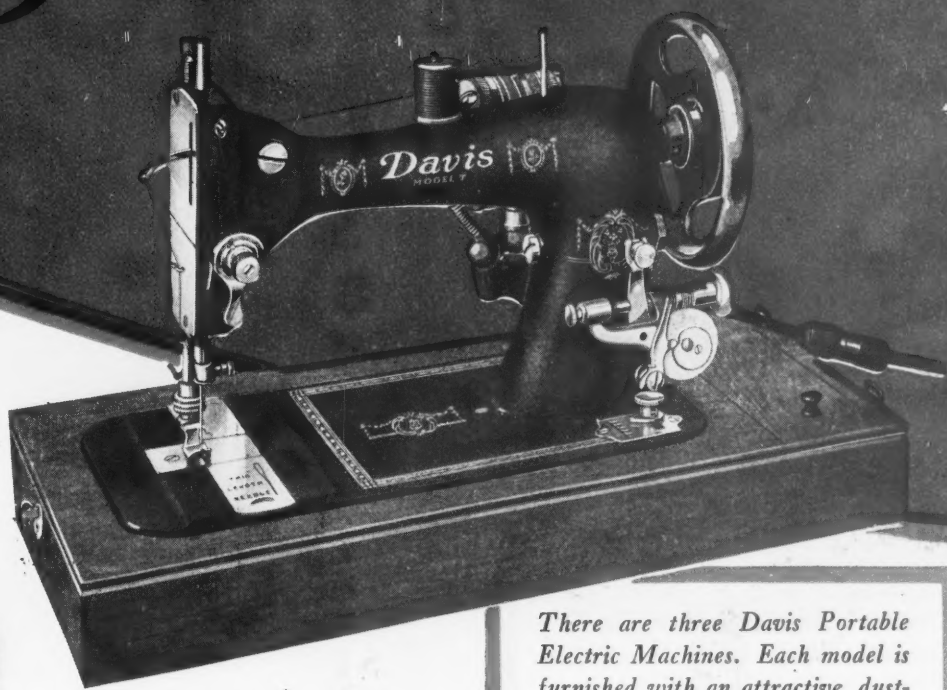
The popularity these machines have already achieved, the way in which they appeal to every woman and the cooperation of the Davis Company and its distributors all combine to insure profitable business for Davis dealers.

The recognized merit of Davis-made machines is an added advantage to the dealer—his customers are already familiar with the quality of Davis Sewing Machines. Davis was a name well known in the sewing machine world long before electric sewing machines were thought of. And Davis advertising and Davis sales helps are bringing it still more into prominence.

We repeat: "We not only wish you success, we will help you achieve it." Write for further facts about Davis Portable Electric Machines and the name of our nearest distributor.

The **DAVIS SEWING**

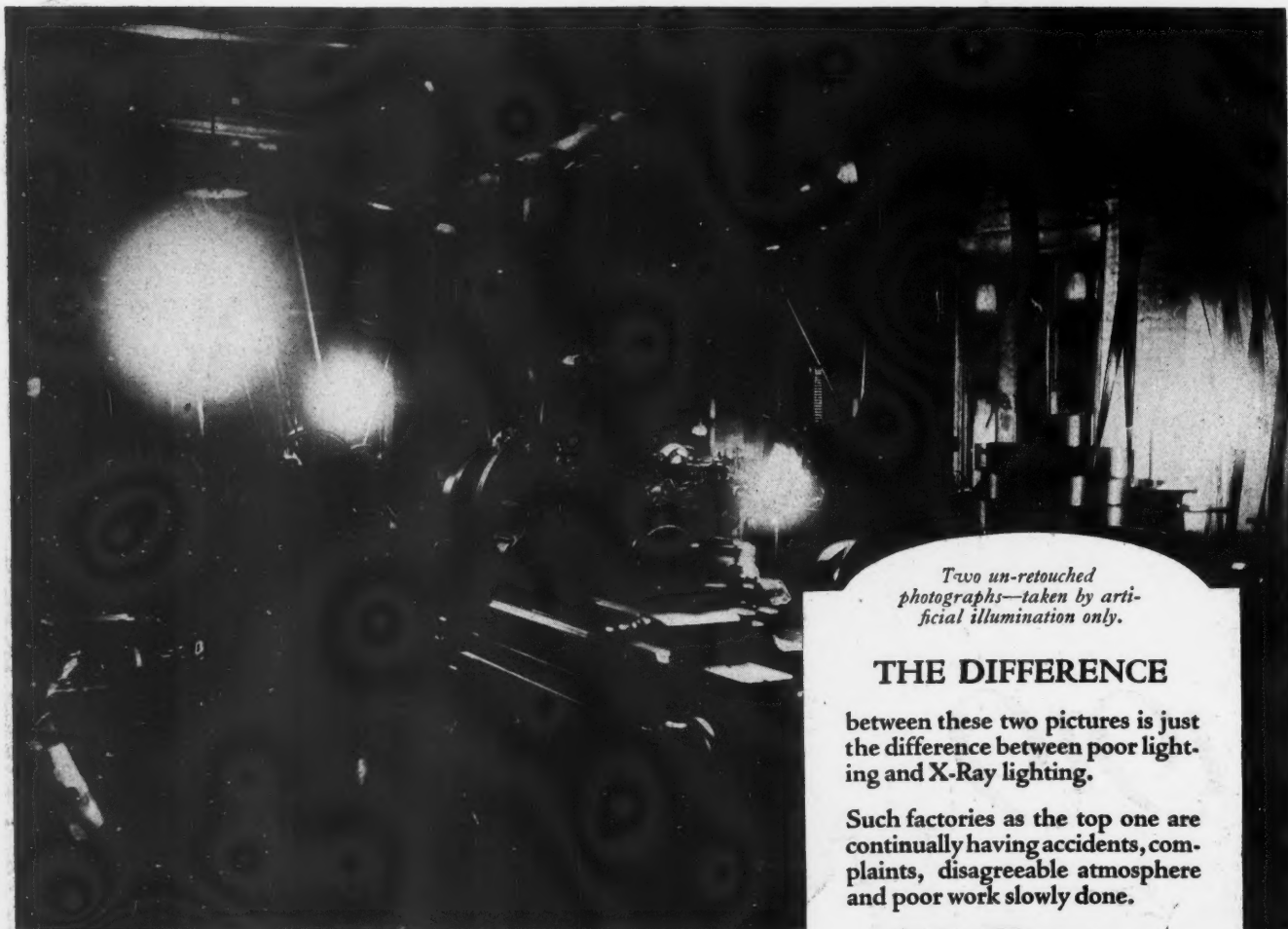
1919



We back this trade
mark with our
reputation

*There are three Davis Portable
Electric Machines. Each model is
furnished with an attractive, dust-
proof cover. The prices range
from \$39.75 to \$51.50.*

**MACHINE CO. DAYTON
OHIO**

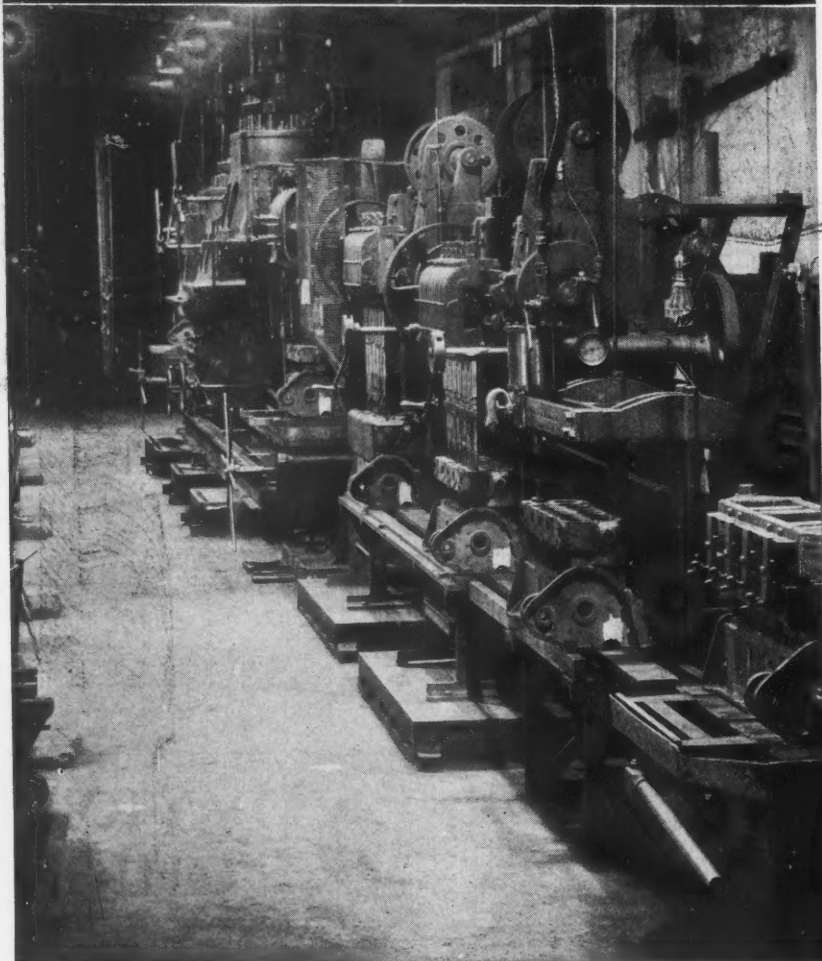


*Two un-retouched
photographs—taken by arti-
ficial illumination only.*

THE DIFFERENCE

between these two pictures is just the difference between poor lighting and X-Ray lighting.

Such factories as the top one are continually having accidents, complaints, disagreeable atmosphere and poor work slowly done.



X-Ray

TRADE MARK

Silver-mirrored Reflectors

give lighting satisfaction. They are the most powerful reflectors made. They give brilliant, even illumination with no glare in the worker's eyes and no dark shadows to cause accidents.

Send for our book on Industrial Lighting. (No. 108)

NATIONAL X-RAY REFLECTOR CO.
New York CHICAGO San Francisco



T SAFETY SERVICE SWITCHES T

The Industrial Forces of the Nation are ready for the great task of reconstruction. A big job lies ahead, and the men who will work on it must be protected against every possible source of trouble and injury.

Renewing fuses can be made a "shock-proof," troubleless proposition for both operator and equipment with a Trumbull Safety Service Switch. Being externally operated it enables the switch to be opened or closed without a chance of the operator coming in contact with a live closed switch. The box cannot be opened until switch is in the "off" position and the switch cannot be closed until the cover is down.

The sale and installation of these switches is a money-making, business-building proposition—and practically every factory or shop is a prospect. All the information you need is in the Safety Service Bulletins, copies of which will be sent free upon request.

THE TRUMBULL ELECTRIC MFG. CO.

Plainville, Conn.

Branch Offices:

NEW YORK, 114-118 Liberty St.

CHICAGO, 40 So. Clinton St.

BOSTON, 76-78 Pearl St.

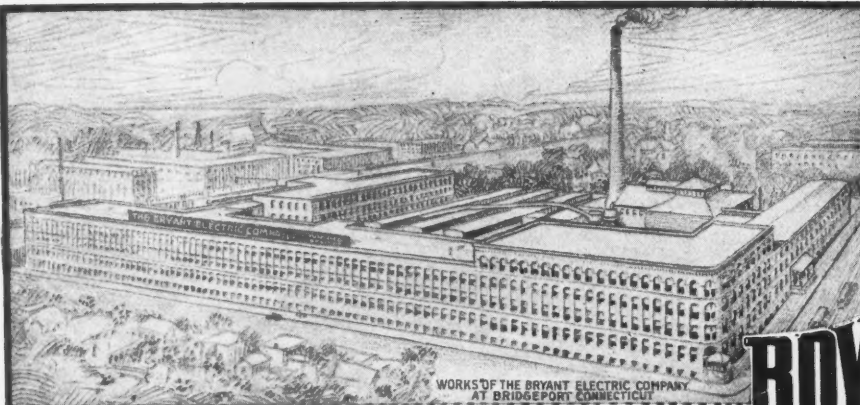
PHILADELPHIA

1017 Race St.

SAN FRANCISCO

595 Mission St.





WORKS OF THE BRYANT ELECTRIC COMPANY
AT BRIDGEPORT CONNECTICUT

LARGEST
MANUFACTURER
IN THE WORLD
OF ELECTRICAL
WIRING DEVICES



Experience

The way of the trail-blazer is never as smooth as that of future travellers along the path.

One of the invaluable rewards of the pioneer is the fund of knowledge he gains on all conditions surrounding his work.

This knowledge or experience is not transferable.

It is an intangible but highly valuable part of the product of pioneers in any line.

We know that such experience figures mightily in the quality of Bryant wiring devices.

We are told:

"Experience is like the tail lights of a ship, which illumine only the track it has passed."

—which indicates the futility of hoping for the quality resulting from Bryant experience in other than Bryant Wiring Devices.

THE BRYANT ELECTRIC COMPANY

BRIDGEPORT, CONN.

NEW YORK

CHICAGO

SAF FRANCISCO

Perkins Dead Front Distributing Panels

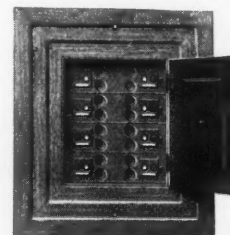


can be assembled at a saving of approximately one-third the cost of bus-bar panels.

With Perkins units, panels can readily be made up for any number of circuits. Just assemble one unit for each two circuits required—all units for the same service are interchangeable.

All conductors concealed and separated from the front of the panel by ample sheet insulation—therefore operator is never exposed to danger.

Units can be had with Push Button or Rotary Switches. Plug fuse connections are furnished for 125-volt circuits and cartridge fuse connections for 250-volt circuits.

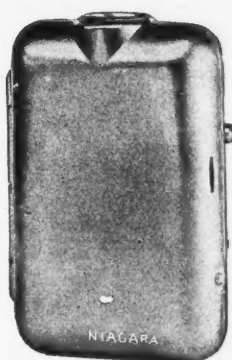


Showing four dead front units in a gutter box.

NIAGARA SEARCHLIGHTS



1919 AND YOUR FLASHLIGHT SALES



The NIAGARA will help to make your 1919 flashlight sales the "biggest ever." It is the original, all metal, non-short-circuiting flashlight; and its high quality, attractive appearance and many distinctive features make it a very rapid seller. It has eliminated exterior short circuits—the cause of constant trouble with the old-style flashlight—by insulating the battery from the bulb by means of an insulating ring around the reflector.

The "X-ray" view on the right shows the many NIAGARA features — each one a sales-making talking point; and the NIAGARA Battery is guaranteed to give longer service (under the same conditions) than any other make of battery of equal dimensions.



Note the indicating locking switch (which closes and opens with an indicating click) showing air gap between the reflector and contact tongue while contact tongue is in the off position and closing circuit to produce light by a wiping contact against the reflector.

NIAGARA Flashlights are made in all sizes and styles and in nickel, enamel and fibre cases.

I have a complete stock of all models.

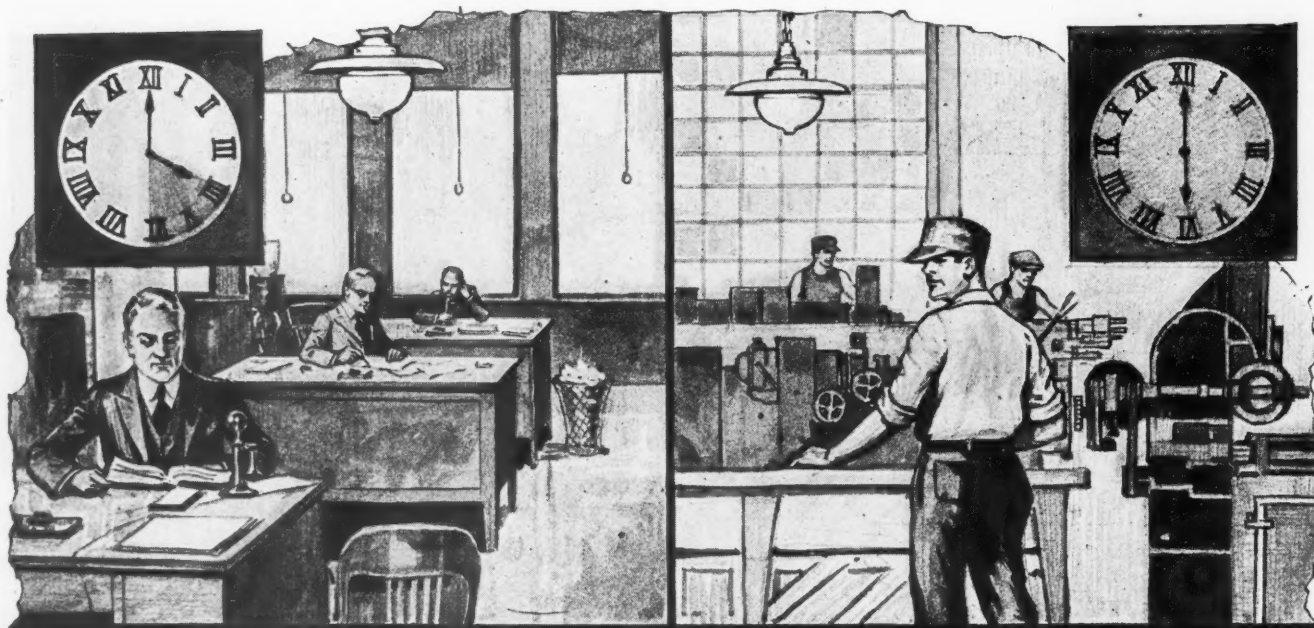
Immediate Shipments

Write for Catalog 1318 and discounts.

A. HALL BERRY

71-73 Murray Street, NEW YORK CITY





Denzar is a timely proposition for Electrical Contractors and Dealers

With plants and offices working night shifts, with hours of darkness in the day shift, there is an unprecedented demand for DENZAR, the unit of day brightness. Plant experts are realizing to a greater extent than ever the influence of proper lighting on increased production.

DENZAR is exactly the unit that offices, plants, schools, etc., in your locality, need. DENZAR utilizes the high powered rays of the Mazda C lamp, diffuses them properly and produces maximum illumination on the working plane.

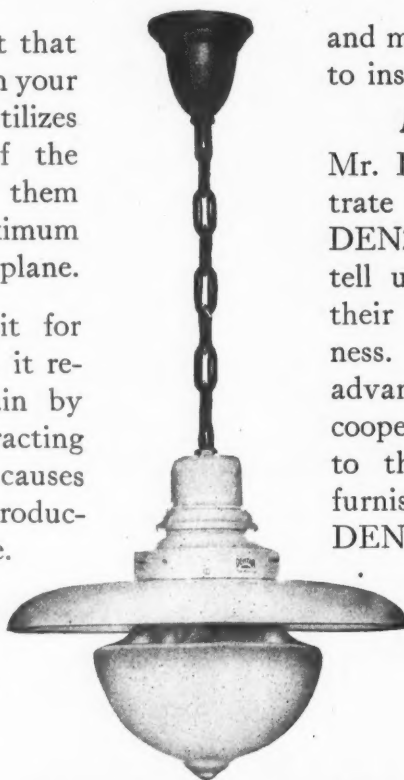
DENZAR is the ideal unit for correct illumination because it relieves workers from eyestrain by eliminating glare and distracting shadows—the two biggest causes of poor quality work, slow production, accidents and spoilage.

DENZAR is scientifically and excellently constructed. It is low in original cost

and maintenance cost, and is easy to install and maintain.

Important to Dealers

Mr. Dealer: You should concentrate your selling efforts on DENZAR. Many of our dealers tell us that the greater part of their business is DENZAR business. Dealers who are taking advantage of the business-getting cooperation that we are furnishing to them—and will be glad to furnish you — are finding DENZAR a big profitable proposition. Write to us today. Find out all about DENZAR and our business-getting plans.



Beardslee Chandelier Mfg. Co.

Manufacturers of a Complete Line of Chandeliers and Bronzes for every Lighting Requirement.

223 S. Jefferson St.


CHICAGO

DENZAR

DENZAR

THE SATURDAY EVENING POST October 19, 1918


NATIONAL MAZDA



WITH luxuries forbidden, and some of the common comforts sacrificed—a dinner still need not be a dull affair! Plain food, well served, in a brightly cheerful room, keeps spirits high and courage going. Perhaps the lighting of your dining room should have a bit more thought! Let's transform it—by a change of illumination. Let's make it glow with a warmth of softly flooding light. You'll find the evening meal a more restful end to each of your busy days.

Buy NATIONAL MAZDA lamps where you see them displayed. Buy five at a time in the handy Blue Carton. Let the lamp man advise about sizes—he'll help you get the best light for your money. National Lamp Works of General Electric Co., 46 Nela Park, Cleveland, Ohio.

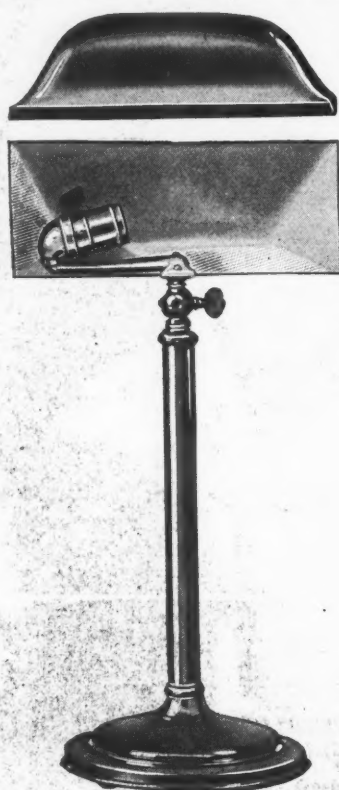
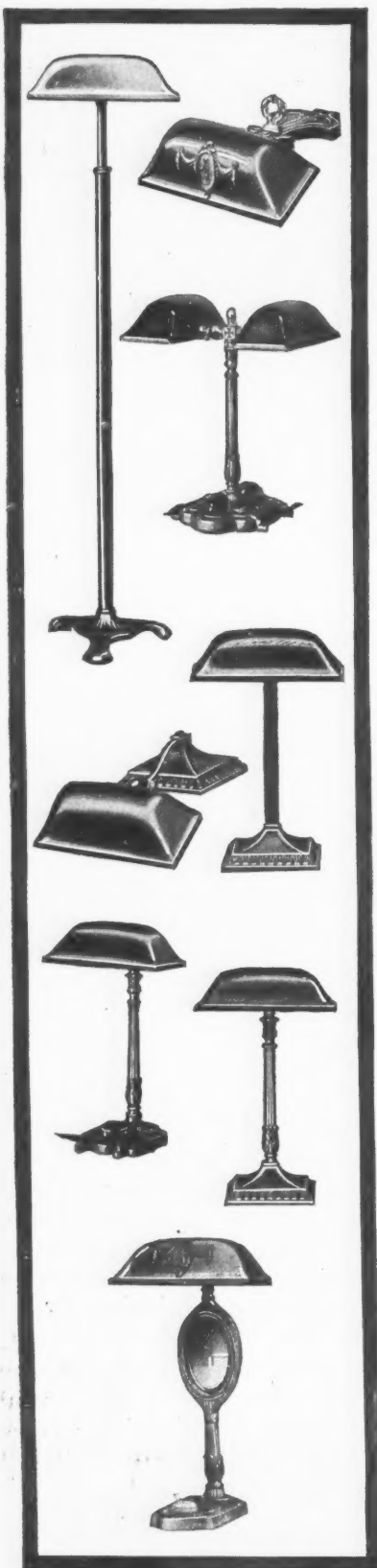
Like of the table, let's make a gateway of National Quality.



WHILE coping with the urgent lighting needs of the industries let us not overlook the importance of the residential lamp socket. The home must have ample and proper light even though, in the interests of conservation, that light must now, as never before, be economically produced and utilized. This calls for a greater service from the lamp man than that of merely furnishing lamps. Note the reference to this in the above NATIONAL MAZDA advertisement that appeared recently in the Saturday Evening Post. Is your store identified as lamp headquarters? Do your customers get the lighting service from you that is spoken of? NATIONAL LAMP WORKS of General Electric Co., Nela Park, Cleveland.

REX-O-LUX PORTABLES

*Note the Perfected Shade
Which Distinguishes the
REX-O-LUX
From All Other Fixtures*



It is formed from a single piece of heavy gauge metal into a graceful and attractive design which has the correct contour for proper light diffusion without glare. Besides, the angle at which the light is placed in relation to the scientifically designed reflecting surface materially increases the lighting value. Being of metal it is unbreakable.

This shade, which is identical on the entire Rex-O-Lux line, is not only unusually efficient, but is extremely economical in the use of light. No light is wasted upwards, as in the case of colored glass reflectors. Its inner surface, which diffuses the light rays, is of pure white baked enamel—which neither heat nor age will dull or tarnish. The openings of all reflectors are $9\frac{3}{4}$ inches by 4 inches, and each will take a 25, 40, or 60 watt Mazda lamp.

Rex-O-Lux Portables are intended primarily for offices, banks, and residences. Combining refined design, superior finish, and great utility, they form a line the very appearance of which is a guarantee of quick sales to the dealer.

Rex-O-Lux Portables are packed in individual cartons ready for shipment. There are no losses from breakage, no assembling required by the customer and no deterioration in finish while standing in stock.

Write for our booklet, which contains a complete description of the entire line.

L. PLAUT & COMPANY
432 East 23rd Street, New York



The 12 Big Federal Features

- 1—Beauty and Durability.
- 2—The only correct Washing Principle.
- 3—Absolutely safe—all moving parts enclosed.
- 4—A real Safety Wringer Release.
- 5—"Three-in-One" Wringer Control.
- 6—Complete control at the finger tips.
- 7—Clutch to start and stop washing.
- 8—Swivel roller-bearing double casters.
- 9—Quick emptying—Threaded Non-obstructible Drain.
- 10—Tension adjuster.
- 11—Glass water gauge.
- 12—"The Machine that Sells Itself."

The Washer, Women Instinctively Like

Its attractive outside appearance reflects the good qualities within.

Quick sales at a good profit—customers so delighted with results that they boost your game—that's profitable business.

That is the kind of business Federal Washer dealers enjoy.

FEDERAL SIGN SYSTEM (Electric)

Lake and Desplaines Streets, Chicago

627-649 W. 43rd St., New York.

618 Mission St., San Francisco, Cal.

**Send for
the Federal
Dealer Plan**

We give a selling assistance that really closes sales. We help finance your instalment accounts. Drop a card and get the whole story.





"Fusing Your Circuits the UNION Way"

means scientific knowledge applied practically for the sake of Efficiency, Longevity and Minimum Cost.

THIS scientific knowledge is the result of 30 years of study. The practical application is the result of 30 years of experience. No one type of fuse in the world will properly fuse *all* circuits. That's scientific truth.

A renewable fuse will properly fuse one circuit where a non-renewable fuse would be out of place and vice versa. That's practical experience gathered from the whole electrical world.



Fusing your circuits the Union Way means making the best use of each type of fuse according to the requirements of each electrical circuit. It is a great, big subject.

Now then, two heads are better than one. Let's get *your* Engineer and our Fuse Engineer together. Let them go over your circuits, and ascertain their individual requirements. Let them "swap" experiences. After



that it is all an open book. Our Fuse Engineer will bring without cost or obligation to you, 30 years of practical knowledge and experience. Your engineer, if a competent man, will be more than eager to listen and learn.

Write or wire today for our Fuse Engineer. He is somewhere near you no matter where you are.

"Union" Fuses, both renewable and non-renewable are sold by dealers in electrical supplies throughout the country.

Chicago Fuse Mfg Co.

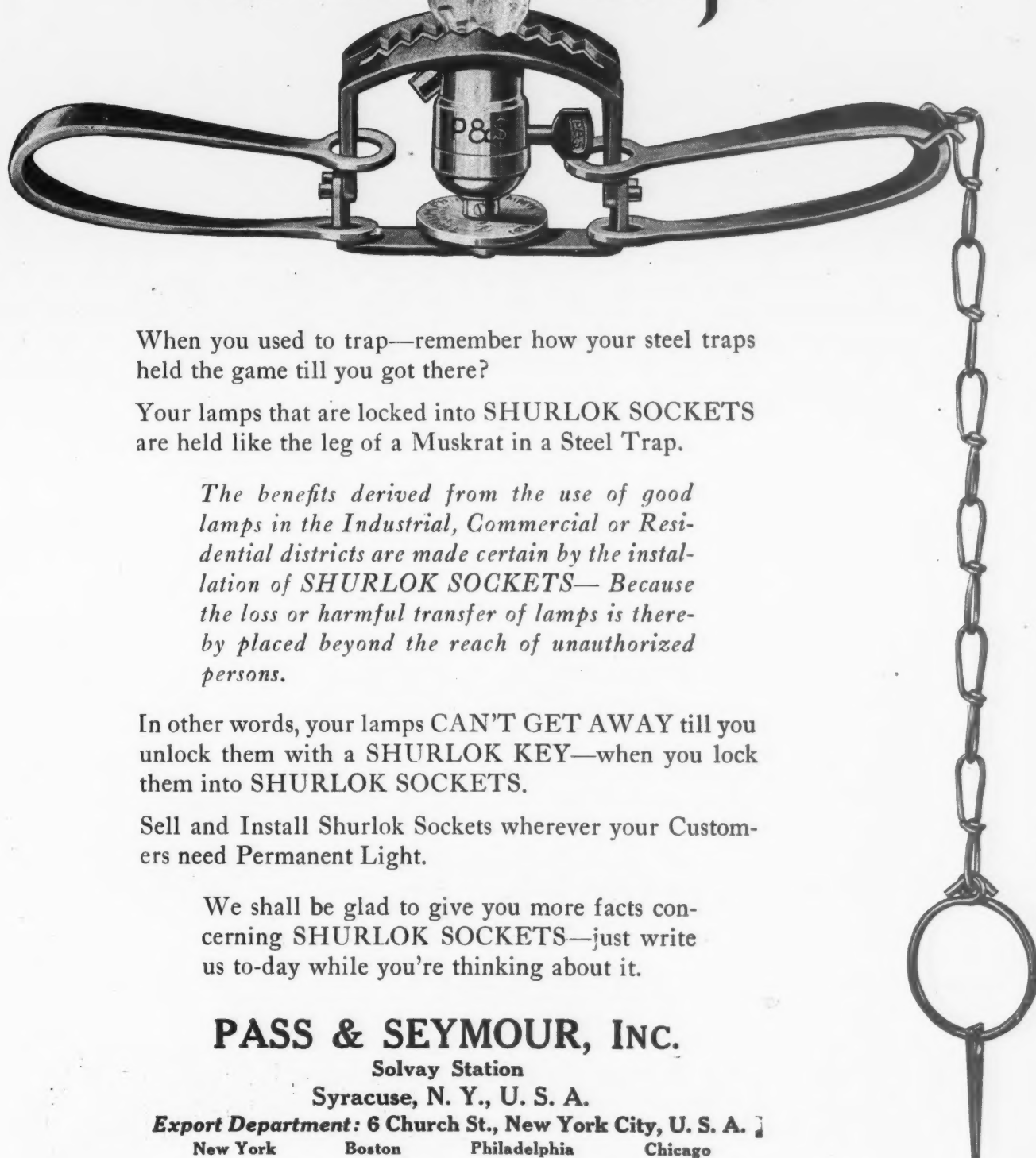


Renewable and Non-Renewable Fuses
Chicago New York



Shurlok *the* STEEL TRAP

For Electric Lamps



When you used to trap—remember how your steel traps held the game till you got there?

Your lamps that are locked into SHURLOK SOCKETS are held like the leg of a Muskrat in a Steel Trap.

The benefits derived from the use of good lamps in the Industrial, Commercial or Residential districts are made certain by the installation of SHURLOK SOCKETS— Because the loss or harmful transfer of lamps is thereby placed beyond the reach of unauthorized persons.

In other words, your lamps CAN'T GET AWAY till you unlock them with a SHURLOK KEY—when you lock them into SHURLOK SOCKETS.

Sell and Install Shurlok Sockets wherever your Customers need Permanent Light.

We shall be glad to give you more facts concerning SHURLOK SOCKETS—just write us to-day while you're thinking about it.

PASS & SEYMOUR, INC.

Solvay Station

Syracuse, N. Y., U. S. A.

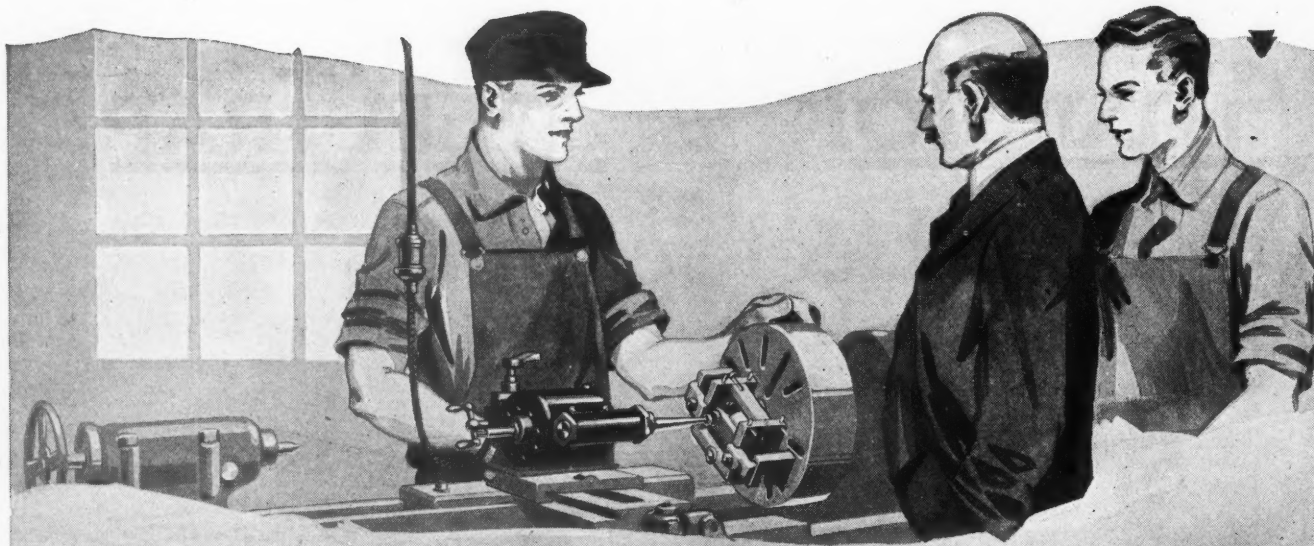
Export Department: 6 Church St., New York City, U. S. A.]

New York

Boston

Philadelphia

Chicago



"There's only one way under the sun for us to do this job right—that's with a DUMORE Grinder."

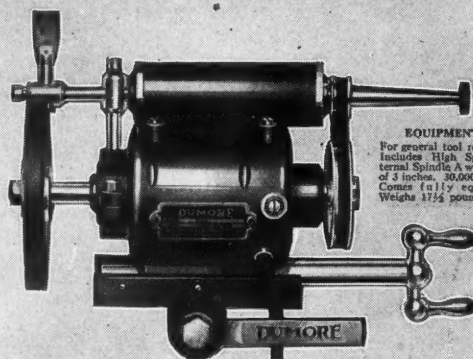
An appreciation of its construction, plus a knowledge of its past performance, have created this unlimited confidence in the DUMORE Grinder.

The reputation any product enjoys is based upon that product's record for usefulness and efficiency. When you sell the universally known and proved DUMORE products, you insure service and satisfaction for your customers.

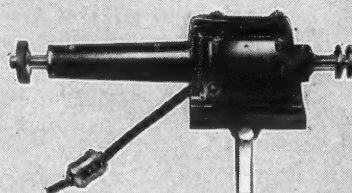
The time is ripe for a special drive on time and labor-saving machine tools. Machinery that has been operating day and night for the winning of the war must now be repaired. And the re-entry of regular commercial lines upon the market means need of additional equipment. Prepare *now* for this trade. Hook up with our extensive advertising campaign and get your share of DUMORE business from the industries of peace.

Write today for our attractive proposition to distributors.

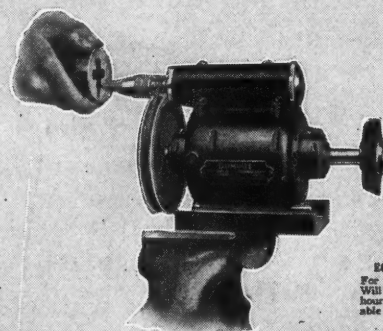
WISCONSIN ELECTRIC CO.
4106 16th St., Racine, Wis.



EQUIPMENT A
For general tool room use. Includes High Speed Internal Spindle A with reach of 3 inches. 30,000 R.P.M. Comes fully equipped. Weighs 17½ pounds.



EQUIPMENT B
For deep internal work. Extension arm has 10-inch reach. 10,000 R.P.M. Arm interchangeable with internal spindle on Equipment A.



EQUIPMENT C
For button dies. Will grind 20 an hour. Interchangeable with A and B.

DUMORE HIGH SPEED GRINDERS

Announcement

Prompt Delivery Again Possible—

WITH the war won and practically all restrictions regulating washing machine production removed, our huge factory is already swinging back toward normal output and running like clockwork.

Which means that we can now give *promptest attention* to your requirements of

Thor Electric Washers
Thor Electric Cleaners
Thor Ironing Machines



Hurley Machine Company

28 E. Jackson Blvd., Chicago

143 W. 42nd St., New York

413 Yonge St., Toronto, Can.

A Size for Every Family

A Style for Every Purse

This Dealer Sells the

C-H Seventy Fifty

(7050) SWITCH

to Most All
Customers

They get better service from their appliances, keep them in use and tell their friends.

He explains how the applications of this C-H Switch—

- saves pulling out the cord from the appliance;
- saves burning of contacts;
- saves wear on sockets and fixtures, and
- that it tells when the current is "on" or "off."

He is now ordering some of his appliances equipped with this last touch of convenience before being shipped to his store.

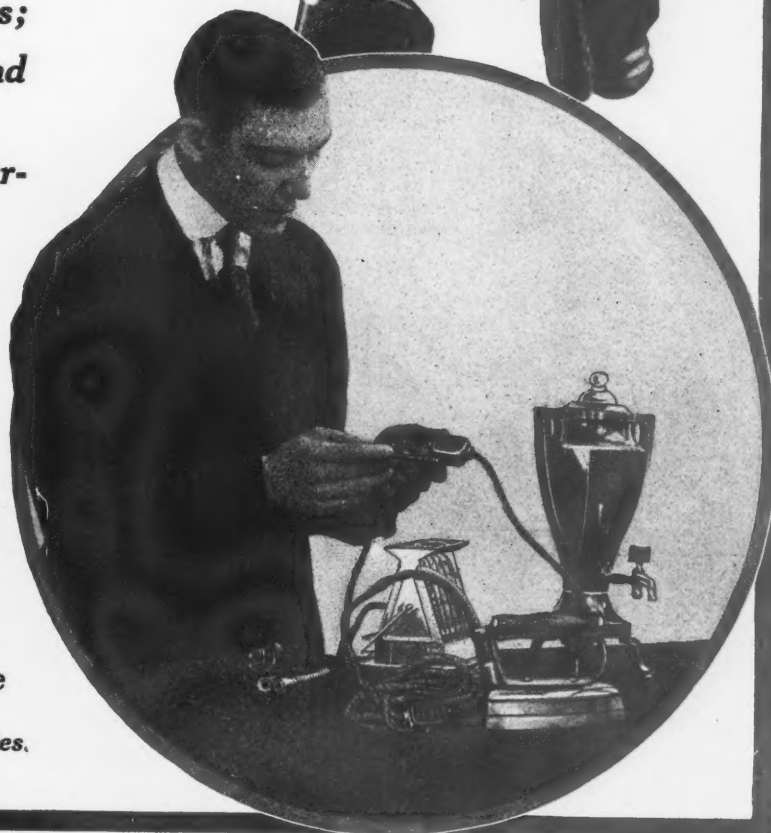
For Your Xmas Trade

have the colored cartons on display. Your Jobber can supply you promptly.

MANUFACTURED BY

The Cutler-Hammer Mfg.
Co., - - - Milwaukee

Branch Offices: Principal Cities.



Help Conserve Your Country's Coal

Get Unused Appliances into Service

Economy of Electricity Increased By This Extra Outlet Plug

To promote metal conservation you have pledged yourself voluntarily to a restricted sale of new appliances. To promote coal conservation, now pledge yourself to sell every customer on the labor-saving, the time-saving and the fuel-saving ability of the appliances they have already purchased. Coal converted to current is wasted instead of saved unless the current is utilized fully and efficiently. Appliances not in use are an extravagance.

Hunt down the unused appliances. Make it convenient as well as economical to use them even with single sockets.



Doubles the Uses of Single Sockets

Every single socket will do more for coal conservation when equipped with a Two-Way Plug. It will then have two outlets. Any appliance can be quickly attached without removing the light. Appliance and light can be used at the same time if desired.

Thus, the Benjamin Two-Way Plug overcomes the handicap of the single socket—the reason that so many usable appliances are not used.

A Practical Christmas Gift

Our home service is in saving and conserving. Christmas this year is sure to partake of that spirit. It presents an opportunity to you to build up profitable Christmas trade on a practical and patriotic gift. The Benjamin Two-Way Plug opens up for you a far more profitable field for future sales of appliances—by making it easier to use those your customers now have.

BENJAMIN ELECTRIC MFG. CO.

120-128 So. Sangamon Street, CHICAGO

243-247 W. 17th St.
NEW YORK

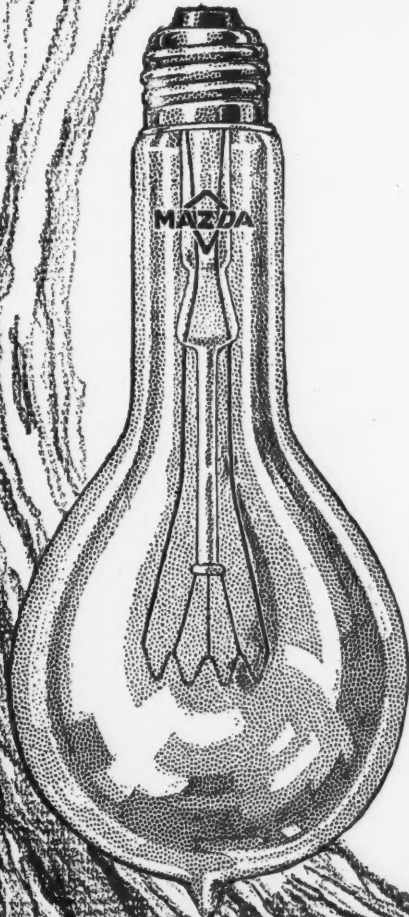
590 Howard Street
SAN FRANCISCO

Also manufacturers of the Benjamin No. 903 Swivel Attachment Plug, which screws into the socket without twisting the cord; and the Benjamin No. 2450 Shade Holder, which makes it easy to use any shade with the Two-Way Plug.



BENJAMIN

The war work of the Franklin Mazda



THE blessings of peace have come to us again—Thank God!—but the war has pointed out some things that we must not forget: *for one*—the economy of good lighting in a factory. So essential is it that the Government made it a war measure, stopping the manufacture of Gem lamps and reducing carbons to a minimum, so that all men would be obliged to use the Mazda lamp for almost every class of service and conserve current and coal—which means *save money*.

The Franklin Electric Manufacturing Company immediately discontinued all carbon lamp production and gave over its entire capacity to making Franklin Mazda Lamps. As far as lay within our power, we have worked at top speed that no munition plant, no equipment factory, no warehouse, office, train, or ship, might lack for light to work at night with full daylight efficiency.

If this matter of illumination was so essential in war time, the coming need for trade production, with the lasting burden of high costs and labor scarcity, will be no less important to each industry. Use the Franklin Mazda Lamp in every socket. Give your customer the benefit of their wonderful quality of brilliance, their sturdy strength and their efficiency—the economy they bring, the impetus to production.

And also, don't forget—*The Name of Franklin Helps You Sell.*

The Franklin Electric Mfg. Co.
Hartford Connecticut

FARMERS are FARMERS! Not Electrical Engineers.

The farmer doesn't understand the "insides" of the Electric Generator on his—

Farm Lighting Outfit

—and doesn't care to. What he wants is something that will *stay* in running order without tinkering. Sell the farmer something that "wont run," and it will take a generation to live down the reputation he will give you.

But on the other hand, sell him something that is "always on the job" when he needs it, and he is your friend for life. What he will say among his friends to boost your outfit is worth more than volumes spoken by yourself.

Nail His Friendship at the Start

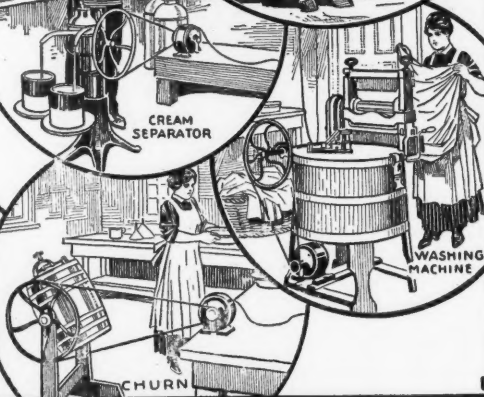
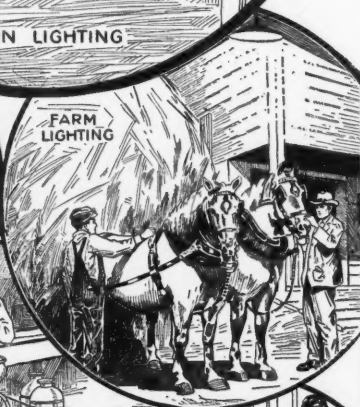
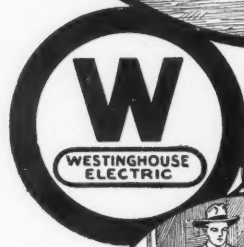
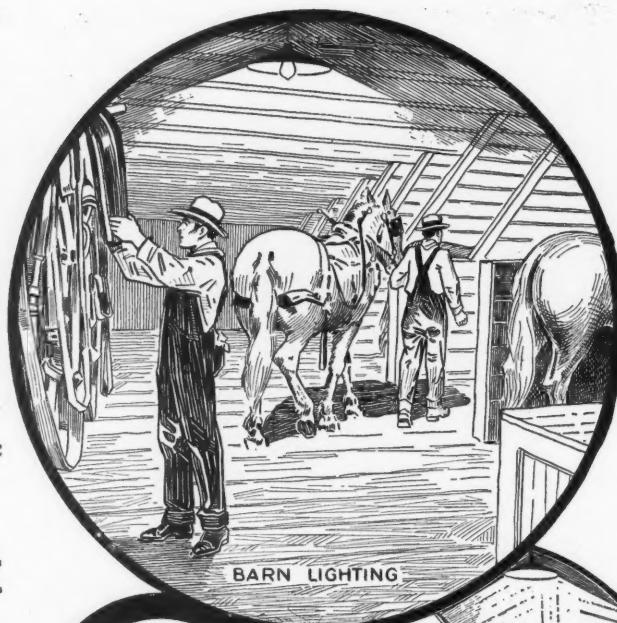
Give him the best—and future sales are assured.

When you point to the Electric Generator, be able to say there is none better. Be able to say that the company manufacturing your generator has built up a world-reputation and a world-wide sale for electrical products; and that this vast business was built upon the reliability of its products.

The Name Westinghouse Is a Sales Clincher

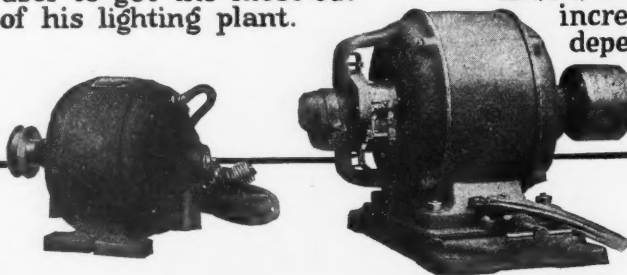
Reputable dealers endorse Westinghouse Motors and Generators, for they know they are the strongest safeguard to their reputation and their future business welfare.

Westinghouse Electric & Manufacturing Co.
East Pittsburgh, Pa.



Westinghouse Small Motors
1/6 and 1/4 H.P. enable the
user to get the most out
of his lighting plant.

Westinghouse CD, Direct
Current Generator 1/4 to 2
Kw., 32, 125, 250 volts,
increase the
dependability
of any
lighting
plant.



Westinghouse

UNIVERSAL Christmas Gifts

Economy and utility are the keynotes of Christmas buying this year and the success of your holiday business depends upon how nearly your merchandise meets these requirements.

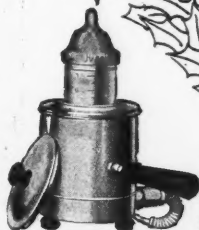
The thinking people of America who choose wisely and buy well are reading and heeding UNIVERSAL National Christmas advertising which features the most practical and appropriate items in the line of

UNIVERSAL Electric Home Needs

This advertising is helping in the promotion of serviceable giving and is sending customers to your store. Get your stocks ready, your displays made and prepare for a season of business in the lines that sell well, stay sold and return you a profitable profit.

LANDERS, FRARY & CLARK
New Britain, Conn.

UNIVERSAL



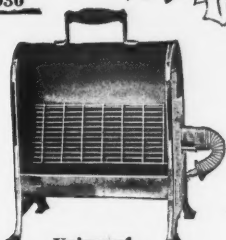
Universal
Electric
Milk Warmer
No. E 9930



Universal
Electric
Immersion
Heater
No. E 970



Universal Electric
Heating Pad
No. E 9940



Universal
Electric Radiator
No. E 9950



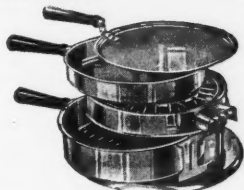
Universal Electric
Tea Ball Tea Pot
No. E 9046



Universal Electric
Coffee Percolator
No. E 9035



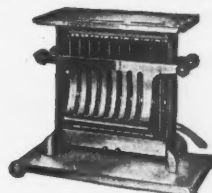
Universal Electric
Coffee Urn
No. E 9166



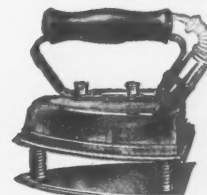
Universal
Electric Grill
No. E 984



Universal Electric
Chafing Dish
No. E 940



Universal
Electric Toaster
No. E 946



Universal
Electric Iron
No. E 9051

Resolution adopted by the Chamber of Commerce of the United States of America, at the War Emergency and Reconstruction Congress, Atlantic City, Dec. 6, 1918.

WHEREAS through the enterprise of The Associated Business Papers, Inc., in publishing the Reconstruction Conference Daily, the many separate activities of the conference have been reported to the delegates, and

WHEREAS this has brought about a degree of co-ordination and correlation which would otherwise have been difficult to attain, and

WHEREAS The Associated Business Papers, Inc., and Trade Papers generally contributed generously of their assistance in the preparations for the Conference, and through the publicity and advice freely given their readers, have played a highly important part in drawing together this record breaking attendance of the leaders of American Business, therefore,

BE IT RESOLVED that the Reconstruction Conference hereby tenders its thanks and appreciation of the aid so effectively given by the Business Press of the country.

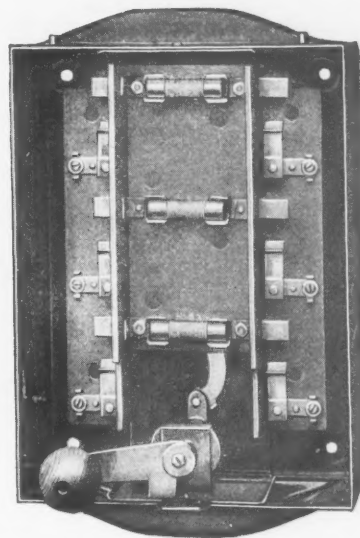
ELECTRICAL MERCHANDISING

Member Associated Business Papers, Inc.

PALMER

HEAVY DUTY SAFETY SWITCHES

have been O.K.'d by every user—Palmer performance is the reason why. The positive protection these super-safety switches afford both operator and equipment, and the way they *continue* to stand up and serve year-in and year-out have earned them a place at the top. Slide cannot be opened until switch is also fully opened and leaves no live contacts exposed. Fuses, with self-aligning knife-blade contacts, are disconnected from both line and load terminals when switch is open. Crank and toggle link over-set in both open and closed positions, thus positively locking the switch at its limits of motion.



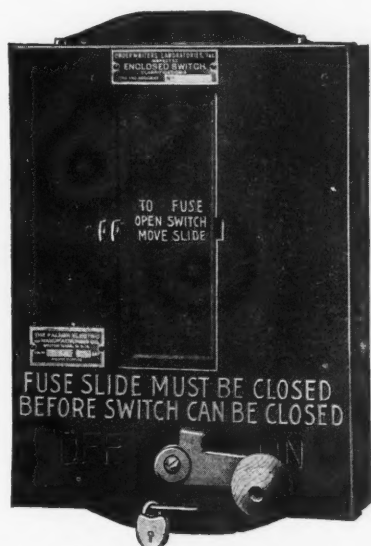
Cover removed, showing separate fuse and terminal compartments and operating mechanism.

THEY
ARE
SOLD
BY

Assigned Underwriters
New Classification
AA

LATHAM

Eastern Distributors



Cover in place, showing protective slide over fuses, closed and automatically locked.

We carry a complete stock of Palmer products and can take care of your requirements—large or small.

Selling and installing these switches will prove a profitable business for Contractors and Dealers.

Write us, now, for full information.

E. B. LATHAM & CO.

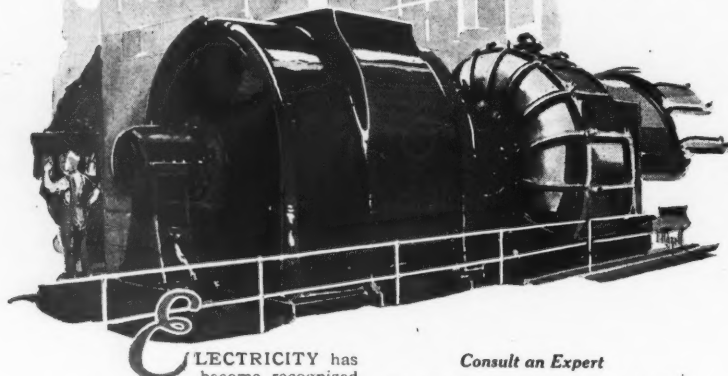
Eastern Distributors

Broadway and Murray Street
NEW YORK CITY

Barclay 5220

The *ELECTRIC CABLE COMPANY*

*Are you drawing Power
from this great reservoir?*



ELECTRICITY has become recognized as one of the great elements of modern life. As a factor for industrial and household economy and convenience it ranks first among the world's most practical and adaptable forces.

Electricity for the Factory

Electrical current is the master workman of any shop. As motive power for enormous cranes or for the most delicate machine, it is always adequate—unlike other forms of power—its cost is applied only when in actual use.

Electricity for the Home

Electricity is the universal servant, in the house. By means of the many devices now obtainable, housewives are, more than ever before, independent of servants. Electricity is clean, obviously economical and always a willing, handy helper in the home.

Consult an Expert

Electricity is safe and simple to use—it is only necessary to have an expert to plan and install the equipment. The electrical contractor, the electrical dealer, the architect, the central power company, and the manufacturers of electrical devices are all experts and will gladly assist you in getting the best service.

Dependable Wire

All electrical current is finally delivered by insulated wire. The usefulness of electricity therefore, is dependent upon the quality of wire used and its correct installation.

Ecco Wire is always dependable and is so recognized by experts. It is a standard of quality and by its use can be judged the quality of materials and workmanship of an entire installation. Call in an expert at once. Connect up to the great reservoir of electricity with Ecco Wire and begin to enjoy its benefits and economies.

ECCO Dependable Insulated WIRE

THE ELECTRIC CABLE CO.
10 EAST 43rd STREET, NEW YORK CITY

Makers of Ecco Wire for every purpose where rubber-covered wire is used

THIS Ecco advertisement is a thought-starter for every factory or home owner. It is a suggestion also that it is not too early for you to lay your peace-time plans to develop new installation and equipment business—and to begin to follow them up.

Remember while you are working on new business ideas, that

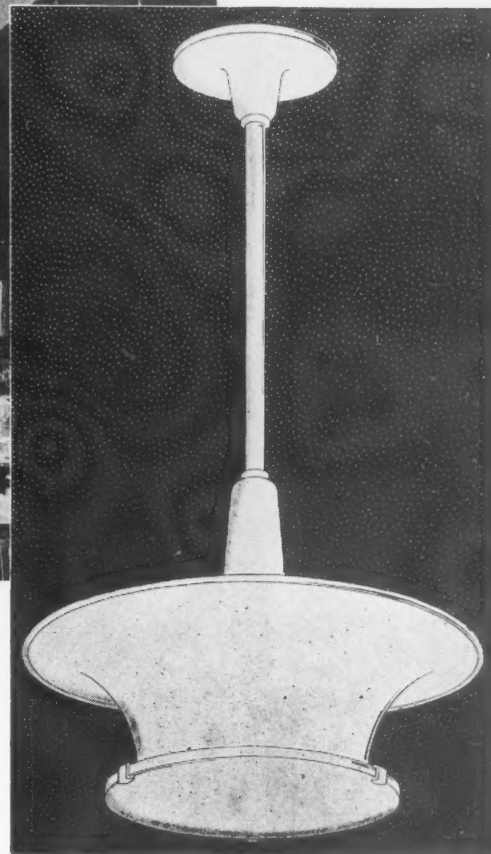
every installation you make and every piece of equipment you sell not only brings you a profit—but also reduces the country's cost for production and home upkeep.

There are not many industries which can turn a profit and do a national as well as an individual service at one operation.

The *ELECTRIC CABLE COMPANY*



A Popular Fixture in a Popular Store



Broadway and Forty-third street (Times Square) New York City, is the busiest corner in the Universe. Hundreds of thousands of people from all parts of the world pass here every twenty-four hours.

When Gray's Drug Store, located at this far-famed and popular corner, decided to put in a new lighting system only quality fixtures were considered—the kind that would be in keeping with the rest of the store equipment. They wanted the most efficient and best-looking lighting unit they could find.

—And they chose the DUPLEXALITE.

The wisdom of their choice is reflected in the bright, cheerful, *glare-less* illumination that floods the entire store, and in the pleased comments of customers. To quote Mr. R. Leblang, Manager of Gray's: "These fixtures have shown us that good lighting and good business go hand in hand."

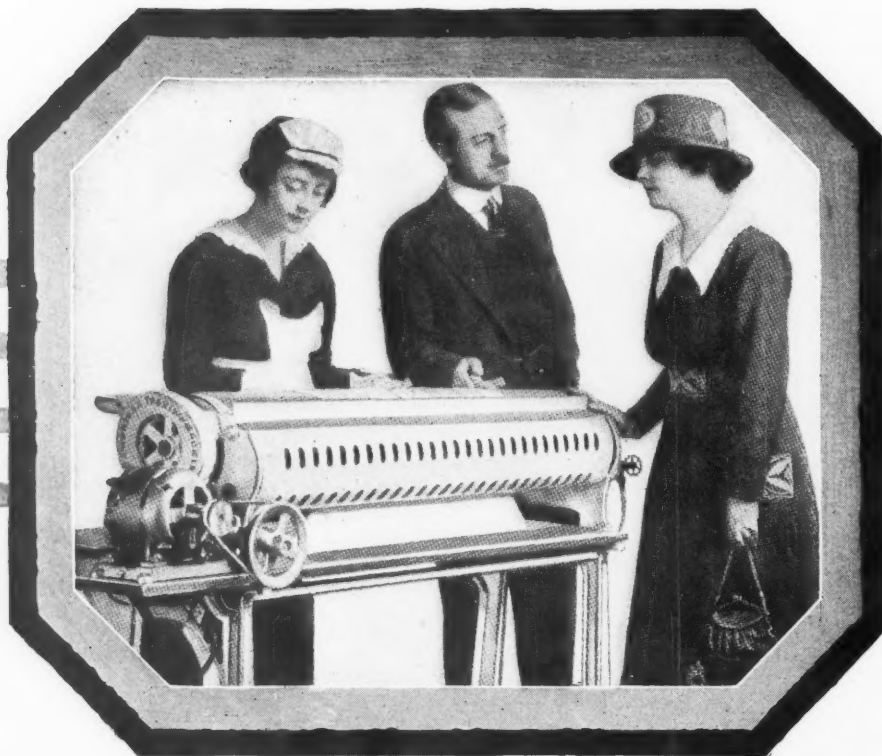
The people who are buying Duplexalites are an indication of the kind of people who will buy them—and this means everyone who is looking for an efficient, attractive and durable lighting unit—for stores, offices, hotels, clubs, banks, schools or the home. Write us today for all the facts about this complete and highly-profitable line.

DUPLEX LIGHTING WORKS

OF GENERAL ELECTRIC CO.

6 WEST 48th ST., NEW YORK CITY

DUPLEXALITE



It Is Easy to Sell

Why They Buy
Simplex Ironer

It is
Safe
Practical
Easy to Operate
Easy to Clean

It irons almost
everything from
laces to men's trousers.



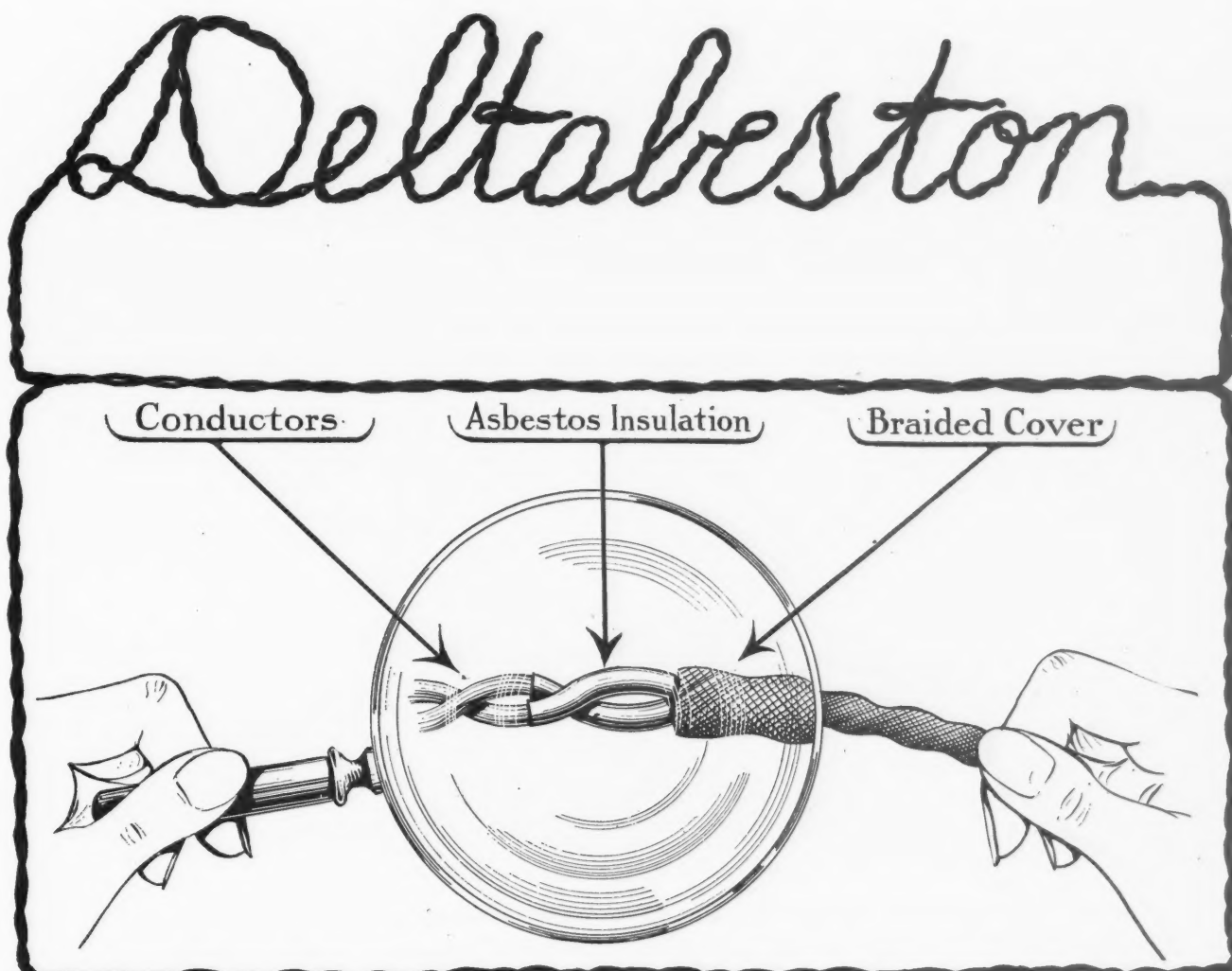
SIMPLEX IRONER
"THE BEST IRONER"

BECAUSE it is well advertised by satisfied users. The Simplex Ironer is in universal demand. It is useful to the private home and to the public institution. It helps the housewife save time, strength, and fuel. It is a money-maker for apartment houses, boarding houses, hospitals, seminaries and private schools. It is efficient, speedy and economical. It will make money for you. *Send for catalog.*



**AMERICAN IRONING
MACHINE CO.**

510-108 N. Michigan Ave., Chicago



The picture above shows the distinctive construction of this trouble-proof heater cord. Pure asbestos fibre (no rubber) surrounds each conductor. This wall of insulation is filled with a compound that gives it high dielectric strength and insures a very tough and pliable insulation—the back heat from an electric iron or other heating device cannot affect it. The outer braided cover is of mercerized cotton yarn, which can be furnished in any color desired.

We are constantly receiving enthusiastic letters from users of Deltabeston Cord. They find that it minimizes cord trouble, keeps appliances in service and customers pleased. We would like to number you among the friends of Deltabeston—let us send you a sample length for testing out in your own shop.



D & W Fuse Co.
Providence, R. I.



Genco Light

"THE MOST RELIABLE FARM LIGHTING PLANT"

Big Profits In Selling This Outfit

BIG profits await the dealer who is early in getting into the field with an electric lighting plant like the Genco Light.

The Genco Light is the sort of an outfit that farmers want — a plant that not only "does it electrically," but also does it mechan-

ically without a lot of daily watching and attention.

The Genco Light will deliver mechanical power through the belt and utilize the excess power for charging battery at the same time. It is the first and only plant yet designed which provides this advantage.

Write for details of dealer's proposition

Many Special Features in the GENCO LIGHT

ENGINE: High grade, vertical, 4-cycle, valve-in-head, counterbalanced crank, internal flywheel.

CARBURETOR: Burns kerosene, gasoline or alcohol. Adjustable handle for easy starting and for different fuels. Fuel tank holds one gallon and is connected to carburetor with copper pipe.

IGNITION: Special 32-volt type, distributor and coil.

LUBRICATION: Improved splash system of patented design. Oil gauge on crank case indicates oil level.

COOLING SYSTEM: Cellular radiator bolted to cylinder of engine; special adjustment to suit weather conditions.

GENERATOR: Our own design specially constructed in our own factory. Gives high efficiency under rated load. Armature shaft supported by annular ball bearings.

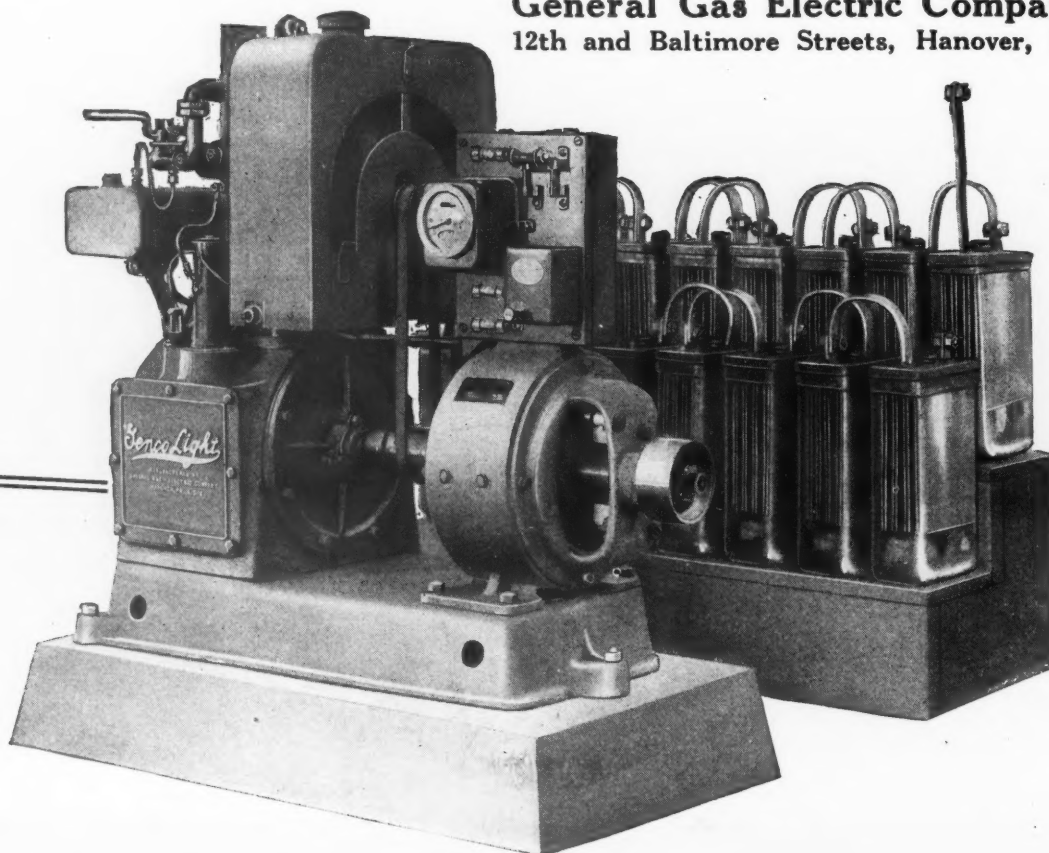
CONTROL BOARD: Bolted integral with generator; equipped with ampere hour meter; bi-pole switch connects battery to plant, 2-30 ampere fuses on house circuit, 5 amp. fuse on ignition circuit. All wiring at the rear completely enclosed and protected.

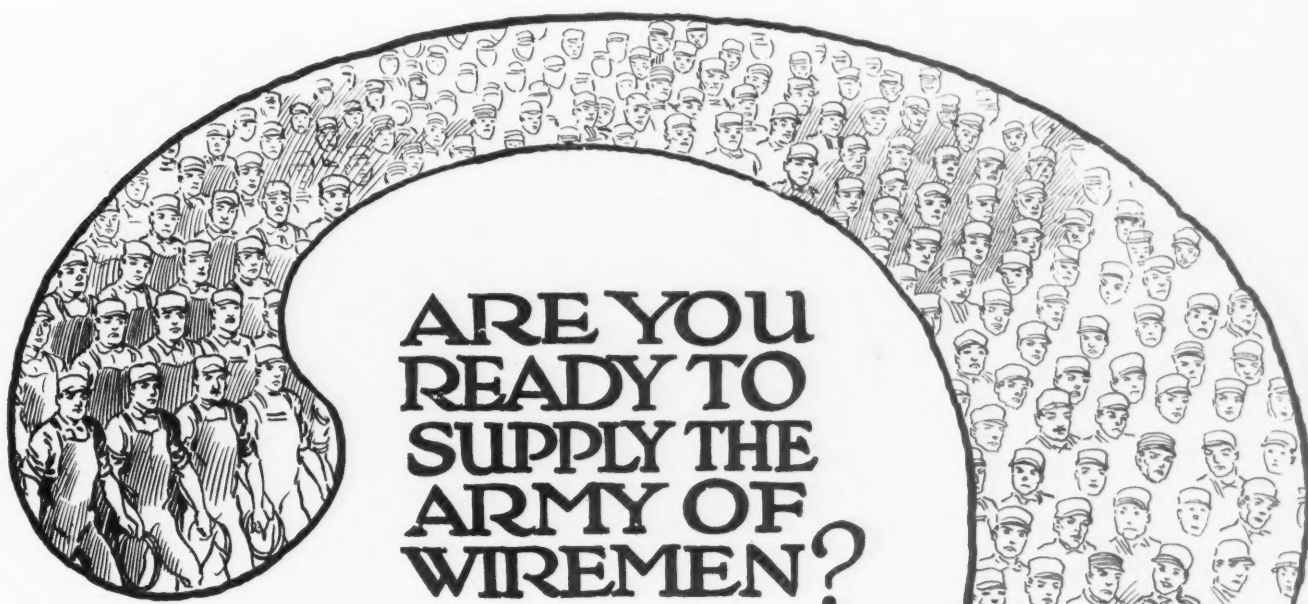
STARTING SWITCH: Outfit is started by pressing button on control board. Special cut-out stops engine automatically when battery is fully charged.

BATTERY: Our own special make, 16 sealed top glass jars; plates extra thick, insuring long life. Cells shipped fully charged.

MECHANICAL POWER: Engine provided with pulley for driving machinery or lone shaft direct. Engine delivers 2 HP. for such work.

General Gas Electric Company
12th and Baltimore Streets, Hanover, Pa.





ARE YOU READY TO SUPPLY THE ARMY OF WIREMEN?

The army of wiremen will soon be busy—wiring the many buildings to be started during the great period of reconstruction, as well as the thousands of already-built structures whose owners put off wiring them until after the war. The demand for

Brookduct

the flexible, non-metallic, finely-finished conduit will be greater than ever before and the dealer who has it in stock can direct the demand his way. Get ready *now* to meet the needs of this peacetime "army"—ask your jobber about Brookduct. Ask him, also, about Brook Steel Armored Cable and Brook Steel Flexible Conduit, two of our other products, all of which are approved by the National Board of Fire Underwriters.



Ask Your Jobber
About
BROOKDUCT

**EASTERN
TUBE & TOOL
COMPANY, Inc.**



41 Gardiner Ave.
**BROOKLYN
NEW YORK**



She Comes Back Again and Brings the Neighbors

The woman who buys the SUPER ELECTRIC Washer always becomes a permanent booster. The SUPER ELECTRIC gives her real service and continuous satisfaction. She tells her friends and neighbors. Every dealer knows what satisfied customers mean in repeat orders.

Of Interest to Dealers

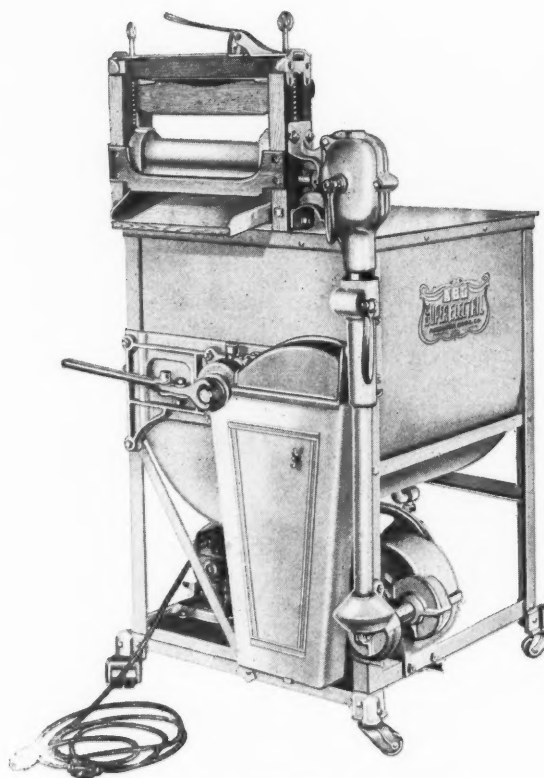
The A B C SUPER ELECTRIC is the perfected cylinder type washer. It is the "last word" in washing machine engineering and construction—comprises every feature that experience and use have shown to be the best—many of them exclusive features. The SUPER ELECTRIC is dependable—the materials and workmanship are the best. It "stands up" under the most severe punishment where most washers come to grief.



$\frac{1}{4}$ HP. Robbins & Myers waterproof motor—50% over-size; operates both washer and wringer without overload. Swinging wringer—can be operated in any position. Absolutely noiseless—friction reduced to a minimum. Motor easily detached and used for other household purposes. Cylinder reverses every revolution, "speeding up" entire cleansing process.

Each machine thoroughly tested before leaving factory. A B C SUPER ELECTRICS guaranteed for one year.

Write for catalog and descriptive folder of the A B C line, and our special advertising-cooperation proposition to dealers. Don't miss this opportunity.



THE A B C "SUPER ELECTRIC"

ALTORFER BROS. CO.

Manufacturers of the A B C Super Electric and Alco Washing Machines
Factories: Peoria and Roanoke, Ill. Executive Offices: Peoria, Ill.

FIVE SIZES
CONSOLIDATED
ELECTRIC PLANTS FOR COUNTRY HOMES

Wellsburg Electric Co.
Wellsburg, Iowa
December Sixth, 1918

Mr. C. L. Morgan, President,
Consolidated Utilities Corporation
Chicago, Illinois

Dear Mr. Morgan:

When I decided to get into the farm lighting game about a year ago I didn't know whether I was doing the right thing or not. I had heard a lot about the trouble some farm plants give and I didn't want to sell an outfit and then have to dodge my farmer friend if I met him on the street. Then, too, I didn't know much about this field and wasn't sure I could make a go of it.

Well, I looked around a lot and finally decided to handle the Consolidated Line. To tell the truth I thought your salesman was putting it on pretty thick, but I've since learned that what he said about the Consolidated Proposition was O.K.

One reason I like the Consolidated Line is because there are five different plants. I can size up the farmer's requirements and recommend just the type of plant he needs. Another big help has been the way your distributor here has worked with me. Whenever I had to tackle an especially hard prospect he would send a salesman along to help me out. But the biggest help of all is in the service the distributors help me give my customers. Whenever there's a complaint, or any repairs or adjustments needed, they are right on the job. This keeps all my farmer customers pleased and makes it easier to sell them appliances and supplies.

Yes I'm certainly pleased with what I've done so far in the farm lighting field and I expect to sell a great many more plants during the coming year. Thanking you for your co-operation and with best wishes, I am,

Yours very truly,
WELLSBURG ELECTRIC CO.
E. W. Nissen

By,
CONSOLIDATED UTILITIES CORPORATION
CHICAGO, ILLINOIS

—the above letter has caused us to do some deep thinking.

We have all read and heard a lot about the farm lighting business, but what is needed now, it seems to us, is concrete evidence of what has been accomplished by dealers.

So we intend to publish here several letters similar to the above, showing what dealers in different parts of the country have done with the Consolidated Line.

We would like to hear from you regarding *your* experience selling light and power to the farmers.

—and if you have not yet entered this field we are particularly anxious to get in touch with you so that we can tell you how you can go after and *get* the business with the Consolidated Line.

Consolidated Utilities Corporation
Chicago, Ill.

Canadian Distributors: Northern Electric Co.,
Ltd., Montreal.

ROYAL

QUALITY SERVICE

ELECTRIC CLEANER

SUPPOSE—

at a convention you met Mr. C. W. Beckley of Warren, Pennsylvania, and he told you his experiences in building his business—you'd be interested. Here is what he says:

"I did not think there would be a sale for cleaners in this small town, as two other companies had been selling them for seven or eight years. But, much to my surprise, with the assistance of your Mr. Barnell, a dozen were quickly sold and we immediately ordered more."

"In less than a year we have sold over 100 Royal cleaners. It has meant a very profitable business to us—this without any special advertising or house to house campaign. People came into our store every week asking for a Royal cleaner like Mrs. So and So has, as it is the best thing they have seen. It is the BEST appliance we have handled in our store."

—and this is the Royal—it cleans by air alone.

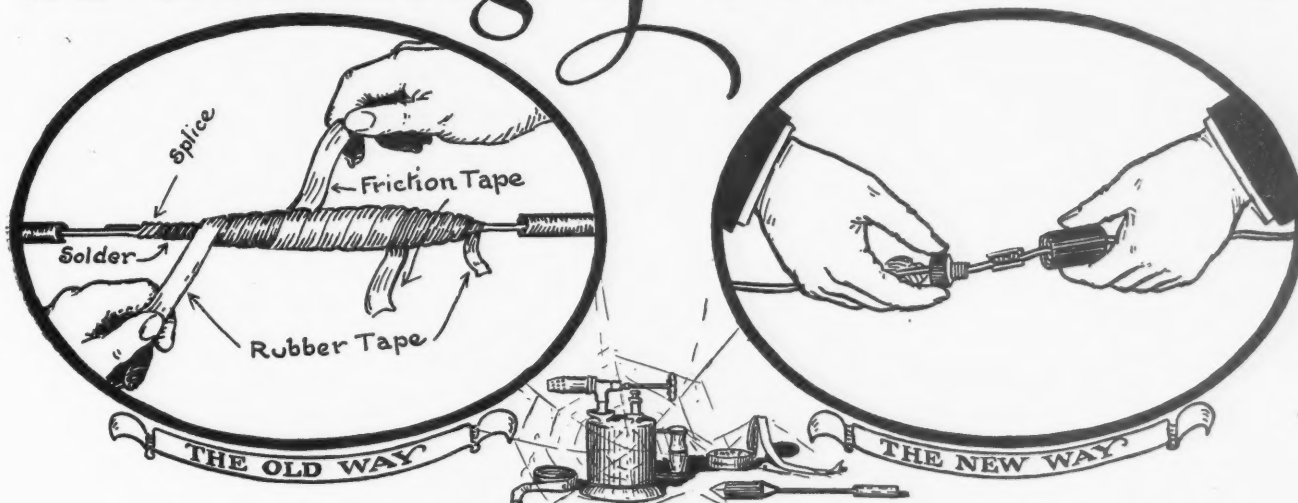


There is no reason why the Royal Electric Cleaner should not do as much for you as it has for other dealers. And now is the time you ought to have full details on money-makers that are also business-builders. Write us.

THE P. A. GEIER COMPANY

5121 St. Clair Avenue, Cleveland, Ohio

A Saving of 80% in time



Discard that Blowtorch

Walger Insulated Wire Connector

Approved by Underwriters' Laboratories, Chicago
Approved by Hydro-Electric Power Commission,
Ontario, Canada

For fixture outlets and motorleads, these connectors do away with blow torch, alcohol, solder, acid, rubber, tape and paste.

Saves 80 per cent. time.

Just think—no blow torch to explode or blazing alcohol to boil over, no injury to canopy or ceiling on account of smoke, no setting fire to wall covering, etc., with blow torch, no dropping of hot solder, burnt matches, bits of tape or soldering acid, paint work or walls not marred by dirty hands, no tools to fall from ladder, no time wasted going from one fixture to another—one trip up the ladder is sufficient.

All you require to make the connection secure is a screwdriver.

In soldering a joint the old way the heat is conducted along the copper wire and decreases the insulating qualities of the rubber near the joint. The Walger does away with all this as the insulation is permanent and cannot dry out and drop off as tape will.

Electrician can leave workshop with enough connectors in his pocket to wire up the fixtures for a

whole house. He does not have to carry blow torch, alcohol, solder, acid, compound or tape, and can do the work in one-fifth of the time and have always clean hands to handle the fixtures. Quite often a workman soils the fixtures with dirty hands and the stains cannot be washed out.

When exchanging fixtures one turn of the little screw is all that is necessary, no cutting or shortening of the wires. In fact, it is only a minute's work to put up a new fixture to replace an old one.

The Walger Connector can be used without the slightest difficulty in places where the electrician is cramped for room.

The Walger Insulated Connector is so simple in construction that it is impossible to make a mistake in making a connection. In other words, it is wonderfully simple and simply wonderful when you see it used.

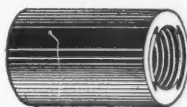
INSPECTION

With the Walger Connector the Inspector can readily and quickly examine every joint. This connector helps the Inspector make an accurate report—no guess work.

No sticky tape to unwrap. All he does is to unscrew with thumb and finger the bushing cap and joint is in full view.



Solderless Connection



Insulating Shell and Cap



Patented Canada 1917
Patent Pending U. S.

Approved for Number 12 Wire and Under
Made in United States

For additional information and sample, write

WALGER CONNECTOR COMPANY

C. JACKSON, SALES AGENT for United States and Canada,

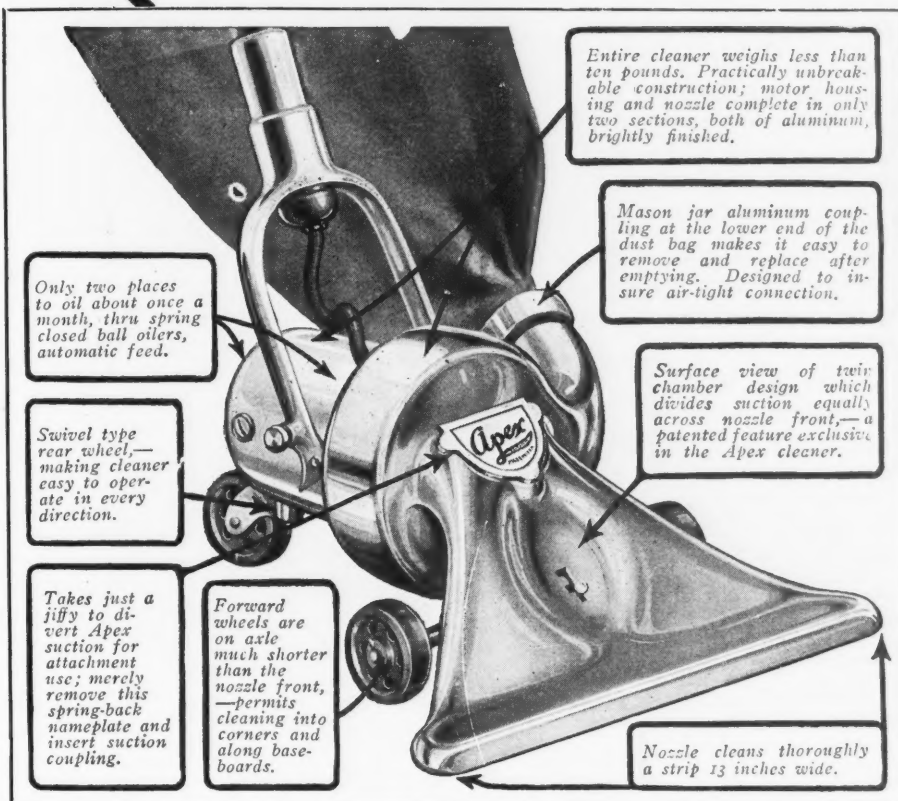
22 College St., Toronto, Canada

Distributors for Metropolitan District:
Northwestern Electric Equipment Co.,
35 Vestry St., New York City.

Here Are the Big Features of the

Apex

Electric Suction Cleaner



Progressive dealers everywhere are familiar with its distinctive appearance. With all the conspicuous features embodied, the general design is one of harmonious curves and balance. It attracts the eye and is a proven quick seller—at good profit.

Study the picture and the points. Then write us for the name of your Jobber in your territory—who will gladly furnish further particulars.

The Apex Electrical Distributing Co.
CLEVELAND, U. S. A.

Licensed under
Kenney Patent

A Timely and Patriotic Business Proposition—

Cut Out the Waste!

—the *money* such equipment or material cost earns nothing and is not available for other use.

the *time* it is idle is wasted when it can render service elsewhere.

—the *space* it occupies costs money and may be needed for other purposes.

—the *labor* of its manufacture is wasted and also the labor of producing a duplicate for the man who can use it.

—the *material* it represents would be a welcome addition to present short stocks.

Clean up! Do it NOW!
Every piece of Idle Equipment, Unnecessary Material or Scrap represents WASTE!

waste { **Money!**
Time!
Space!
Labor!
Material!

Cut out *all* this waste! Don't have material or equipment around that is not needed. Turn it into cash.

There never was a better market for either scrap or good used machinery. There never was a time when conservation of both materials and machinery counted for so much to the whole nation.

Buyers for surplus material, good used machinery, junk or scrap can easily be found through the

Searchlight Section

"I Want The Haag It Cleanses Perfectly"

Mr. Dealer—Every housewife demands the Haag for the same reason: "It cleanses perfectly". The Haag works all the time and over time. It not only does the washing thoroughly but it is ready to fill emergency needs and can be equipped with an extra power pulley for freezing ice cream, pumping water and churning butter. It saves time, worry and effort.

**These Are Some Special Haag Features
No Housewife Can Resist Them**

The Haag Cleanses Perfectly—Its Price Is Nominal—The Haag Is Attractive—It Is Safe—The Haag Is Speedy—It Stands Hard Wear.

Mr. Dealer: If you want your share of Haag profits, write for the Haag Dealer Proposition.

HAAG BROS. CO.
PEORIA, ILLINOIS



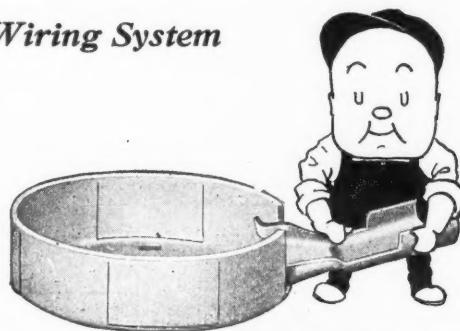
Lowest Installation Cost of any Metal Wiring System

No. 222

Two-Wire Metal Molding

is connected to the base of a Device by means of a Bushing—No. 277—the design of which eliminates the necessity of using screws. Nat is showing you the first step in making this connection. Having removed the twistout, he has inserted the tongue of the base of the bushing into slot in the base of the Device, and is pushing the base of the Bushing into place. No. 279 Bushing, for connecting No. 333 Molding to these bases, is used in the same manner.

*On your next job refer to your Bulletin 101
and place your order with your jobber.*



NAT'S DEMONSTRATIONS—No. 5

National Metal Molding Co.

1126 FULTON BUILDING
PITTSBURGH

Atlanta
Boston
Buffalo
Buenos Aires

Chicago
Dallas
Denver
Detroit

Havana
Los Angeles
Manila
New York

Paris
Philadelphia
Portland
Rio de Janeiro

Salt Lake City
San Francisco
Seattle
St. Louis

CANADIAN DISTRIBUTORS—CANADIAN GENERAL ELECTRIC COMPANY, LIMITED

M 10

ADAPTiBOXES



Make wiring systems adaptable to future as well as present needs. They need not be ripped out when changes or extensions are made. Tops, sides and lugs are instantly interchangeable. A man with a screwdriver can change the type of the fitting to meet any new outlet requirement. Specifying ADAPTiBOXES helps the contractor to get business—and when he is making the installation they eliminate waiting for special fittings.

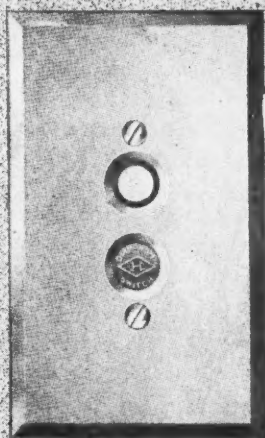
ADAPTiBOXES can be knocked down and assembled at the job.

THE ADAPTi COMPANY

CLEVELAND, OHIO

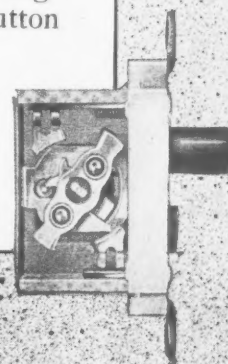
CHICAGO NEW YORK BOSTON PHILADELPHIA

"DIAMOND H" PUSH BUTTON SWITCHES



THE "Diamond H" stands supreme in the field of push button switches, being radically different from all other switches of this type. The porcelain base entirely encloses the mechanism (as shown below), and is absolutely dust and dirt proof. An exclusive feature is the straight line movement of the push buttons, which eliminates the swinging motion common to other push button

switches. The very best material is used throughout in the construction of this super-switch. It is built to give satisfactory service—and it does. Write for the "Diamond H" Catalog—and switch your switch problems to us.



THE HART MFG. COMPANY
HARTFORD, CONN.

Almetal
Household
Steam Laundry

THE BIGGEST VALUE Ever Offered in Home Laundry Equipment

The Almetal Household Steam Laundry represents a real, big selling opportunity. It is something different—something new—something every housewife will recognize at once as a machine of exceptional merit—a machine that fills a long-felt need in her home.

More Than a Washing Machine

The Almetal does work that no ordinary laundry machine can do—but it does **everything** that **any** washer can do.

It heats the water, brings it to a boil and keeps it boiling as long as needed. It saves carrying heavy pailfuls. It saves the lifting and pouring. It does away with boiler and stove. *It washes with steam.*

Boils and Washes at Same Time

One operation does the work of several required by other machines. The Almetal boils, steams and sterilizes the clothes while washing them—clothes that will stand boiling. The vacuum-suction-heat system it employs handles fine laces and heavy blankets with equal care.

Lifts Clothes Out of Hot Water Automatically

Opening the machine brings the clothes right up out of the hot water. This saves the time usually wasted in fishing for small pieces with a stick. Patents protect this device and make it exclusive.

Easy to Sell

It is only necessary to show the Almetal and to explain its features in order to make any housewife enthusiastic about it. Write for our prices and terms.

Manufacturers Distributing Co.

National Distributors
403 Fullerton Building
St. Louis, Mo.



Gas-Heated
Electric-Operated

"Steam's the Thing for Laundering"

SIMPLEX

ELECTRIC
CLEANER

Last Minute Demands for the Holiday Trade

If you need a few more vacuum cleaners in a hurry—

If manufacturers or jobbers have not been able to make adequate deliveries—

Wire us your order.

We have managed to accumulate a little extra stock and can fill small orders the same day received.

If you are not acquainted with the superior features of the Simplex, now is a good time to make a test that will be both convincing and profitable.

Retail Price, \$35.00
Attachments, 8.50

Built and
guaranteed by

**The Ramey
Mfg. Co.**

Columbus, Ohio,
U. S. A.





Let Santa empty this sack in your store!

It is chock full of generous profits, of prestige, and big steady business for the Electrical Merchants who are selling

Cora

The Glassware for Efficient Lighting

Trade must now go to the stores where Quality is kept uppermost. In "Cora" you give to your customers real beauty and the highest lighting efficiency. It is the Hall mark of genuine quality that you can depend on.

All the year through "Cora" brings you profits, prestige, and big steady business. It pays to tie to "Cora."

Have you our Catalogue?

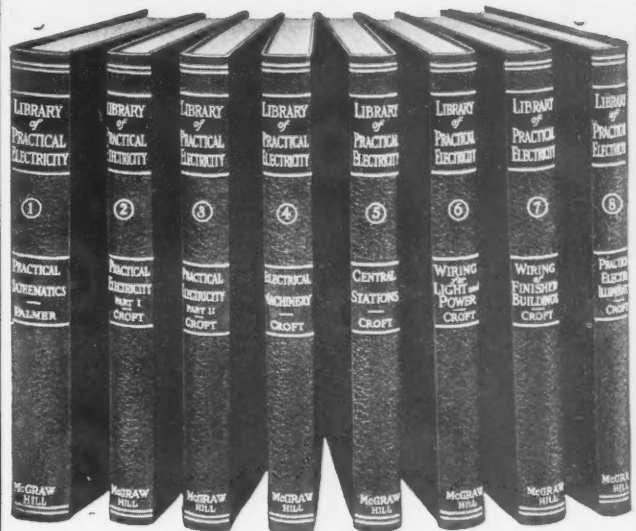
Consolidated Lamp & Glass Company CORAOPOLIS, PA.

NEW YORK, N. Y.
66 West Broadway.
PHILADELPHIA, Pa.
634 Arch Street.
BOSTON, MASS.
164 Federal St.
HAMILTON, ONT.
62 King St., East.

CHICAGO, ILL.
17 No. Wabash Ave.
CINCINNATI, OHIO
141 East 4th St.
PITTSBURGH, PA.
1103 Empire Bldg.
PORTLAND, ORE.
233 Sherlock Building.

LOS ANGELES, CAL.
247 Pacific Electric Bldg.

Are You Ready for a Big Year's Business?



**The Croft Library of Practical Electricity
will help to make 1919 your biggest year.**

The war proved the value of time- and labor-saving electrical appliances in the home and in industry. More electrical goods will be sold now than ever before. Are you ready to take full advantage of this condition?

Having a complete stock is not all that is needed by any means. You must have the necessary technical knowledge to give **exact** information about the equipment you sell and to answer the questions of **all** classes of customers. The public has become better educated on electricity and electrical appliances. Prospects ask more questions and they expect correct answers.

Croft's Library gives you all the information you need to meet the new conditions and to make the most of the coming opportunity. It is the standard for the Electrical Industry in America. Everything relating to electricity and its application is described in these books. It puts electrical knowledge at your finger tips and enables you to make a convincing sales talk—the kind that impresses the customer and gets the order.

It will cost you nothing to prove that these books will be profitable to your business. It will cost you nothing to use them ten days. It will cost you nothing to prove decisively to yourself that every Dealer and Contractor should own the Croft Library.

No advance payment is necessary. Just fill out and mail the coupon below.

FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 239 W. 39th St., New York.

Gentlemen: Please send me the Library of Practical Electricity (shipping charges prepaid) for 10 days' free examination. If satisfactory, I will send \$2 in ten days and \$2 per month until \$16 has been paid. If not wanted, I will write you for return shipping instructions.

Name

Home Address

City and State

Name of Employer

His Address

Your Position EMI2-18

\$184,998.82



saved for U.S.

This shipment of

ECONOMY Renewable FUSES and "Drop-Out" Renewal Links

is starting on its way to four U. S. Navy Yards. As compared with the number of "One-Time" Fuses necessary to provide the same electrical protection, the 906,510 "Drop-Out" Renewal Links on these trucks alone save the Government \$184,998.82.

The contract from the Navy Department for ECONOMY renewable FUSES and "Drop-Out" Renewal Links was issued June 22nd, 1918. The award covered urgent delivery of hundreds of thousands of Fuses, and nearly a million Renewal Links to eight U. S. Navy Yards. In thirteen working days, less than one-half the time specified for completing delivery, this Government order came through production, and, after passing inspection, was ready for the carrier.

The material on the trucks, representing final delivery to four of the eight Navy Yards, required 159 cases, which weighed 37,731 lb., and which was invoiced to the Government at \$80,340.48.

The U. S. Government is one of the largest buyers of ECONOMY renewable FUSES. Vital electrical circuits are protected with ECONOMY Fuses, because of their safety and efficiency—the saving of 80% of the year's fuse maintenance expense is of minor importance, even though large sums of money are involved. It is worth your while to see that all the electrical circuits in your customer's plants are guarded by ECONOMY renewable FUSES.

Write for Catalog 27



ECONOMY FUSE MFG. COMPANY

Kinzie and Orleans Sts.,
Chicago, U. S. A.

Sole Manufacturers of "ARK-
LESS"—the Non-Renewable
Fuse with the 100%
Guaranteed Indicator.

Economy Fuses are also made in
Canada at Montreal

ECONOMY "DROP-OUT" RENEWAL LINKS

instantly restore to their original efficiency Economy Fuses which have operated. A stock of inexpensive "Drop-Out" Renewal Links always on hand represents but a small investment.

ECONOMY renewable FUSES

**Neater
Corners;
Quicker
Jobs**

Mean corners and service entrances that slow up your conduit jobs will stop bothering you if you use UTILITY "Y" and "L" Fittings.

The openings are roomy. Inner surfaces are smooth, and inner edges rounded (cap treads are on the outside), so wires pull through easily and unharmed.

UTILITY Fittings are suited to outside use—heavily galvanized and thoroughly waterproofed. Made in standard sizes up to 4 inches. Can be shipped immediately from stock. Write for descriptive bulletin.

UTILITY

Trade Mark

"Y" and "L" Fittings.

GENERAL SALES AGENTS
THE PHILADELPHIA ELECTRIC
COMPANY SUPPLY DEPT.
132 South Eleventh Street
Philadelphia



*2 out of 3
every
have gone-*

Two out of every three experienced wiremen have been called into our Nation's Service.

Wiremold goes far toward offsetting this loss because the average job of surface wiring which takes 9 hours when ordinary conduit is used can be completed in 6 hours by using Wiremold. It makes possible an average saving of 35% in labor.

Wiremold is a metal raceway specially designed for the proper protection of surface wiring. For this purpose it is, therefore, far superior to ordinary conduit. It costs only about half as much and saves 70% in steel.

Wiremold does not require experienced workmen to install—inexperienced men will make a good, quick, safe job with it.

Do not compare Wiremold with ordinary metal molding. It is a surface raceway not a metal molding.

We will send you an introductory quantity of 100 feet of Wiremold and 15 packages of fittings (covering all requirements for the average job) for \$15.88.

Send for illustrated Catalogue and Installation Manual that shows many model installations. Free on request.

**The American Conduit
Manufacturing Company**

New Kensington, Pa.

Makers of

WIREMOLD
A Surface Raceway—Not A Metal Molding



Ready for You and Your Customers

The new STAR VIBRATOR is ready to make money and friends for you. It is efficient, durable and attractive, comes complete with cord and attachments—and sells for \$5.

A Vibrator that almost Sells on Sight

National Advertising is creating a big demand for this vibrator and when you put a STAR, with its price card, in your window you direct this demand your way.

We want the STAR VIBRATOR to prove itself to you—we will send a sample machine and advertising helps to any rated dealer. Write today for this sample and "sell yourself" on the STAR.



FITZGERALD MFG. CO.
MAIN STREET, TORRINGTON, CONN.



Reed's Glass Etching Ink Outfit

WITH this Outfit you can, without muss or bother, *permanently* etch names, designs, trademarks, etc., on electric-light bulbs, bottles or any other glass surface, whether flat, round or irregular. Non-injurious to skin or clothes.

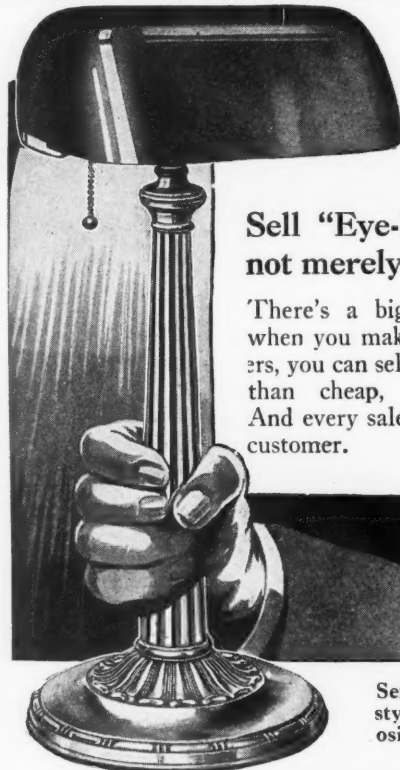
A scientific preparation that is bound to please and will return its cost many times over to the enterprising dealer in electrical supplies. Fully guaranteed.

Write us for booklet and full particulars.

Union Electric Company

Sole Selling Agents
Pittsburgh, Pa.

Canadian Distributors: The Northern Electric Company



The familiar green Emeraldite shade "insures the eyes."

Sell "Eye-Insurance"—not merely a lamp.

There's a big difference—and when you make it plain to buyers, you can sell more Emeraldites than cheap, ordinary lamps. And every sale means a satisfied customer.

Emeralite
The National
Desk Lamp
Nationally
Advertised

Send for booklet of styles and dealer proposition.

EMERALITE Desk Lamps

H. G. McFaddin & Co., 36 Warren St., N. Y.

JEWELL
INSTRUMENTS



FOR THE FARM PLANTS YOU SELL—

Specify JEWELL Instruments for the Farm Plants you sell. The importance of the switchboard indications with relation to the successful operation of the plant makes doubly important the selection of reliable meters. Jewell Farm-Plant Meters are installed on 90 per cent. of the switchboard equipped Farm Plants sold. That's evidence enough that they are the meters for the Farm Plants you sell—and that their reputation will safeguard yours!

JEWELL ELECTRIC INSTRUMENT CO.

New York Office
19 Park Place

General Offices and Factory
1846-50 Walnut St., Chicago



TRY THE TRIO

**ALWAYS READY
ALWAYS RIGHT**



Pipe Tool Division

Greenfield Tap and Die Corporation

Greenfield, Massachusetts

New York, 28 Warren St.

Chicago, 13 So. Clinton St.

Detroit Office, 74 Congress St., W.

Canadian Plant, Wells Brothers Company of Canada, Ltd.,
Galt, Ontario



The War Trade Board

Suggests we give useful articles this Christmas

Here you are
NY-EL-CO combination Mirrorscope and Parking-Lite for automobiles solves the problem.

*Safe—Economical
Attractive—Useful*

As a rear-view mirror it is an accident preventer, showing what is going on behind. It gives protection.

As a parking lamp it saves the current ordinarily consumed by three lights—front, dash and tail. Particularly in Winter battery current must be handled economically; here is the best way of doing it.

By throwing down hinged mirror lamp automatically lights.

No key required.

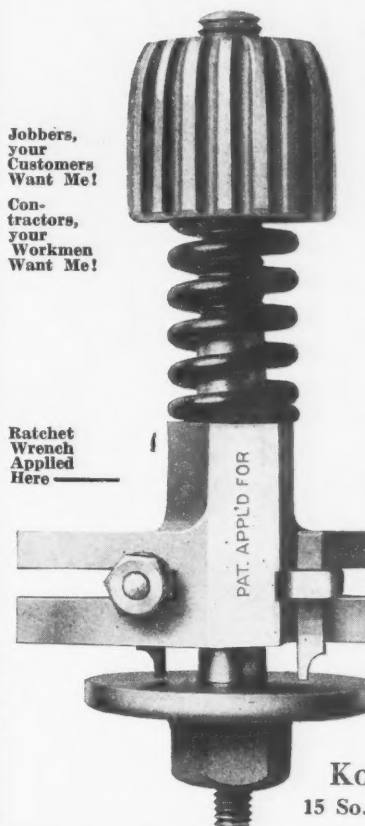
Of substantial construction, an ornament to the highest priced car. Complete, ready to be installed by the motorist himself.

Write for special proposition for dealers and agents

NEW YORK ELECTRIC LAMP CO., Inc.
253 Fifth Avenue, New York City

I Cut Like Magic!

Jobbers,
your
Customers
Want Me!
Con-
tractors,
your
Workmen
Want Me!



"I work in all positions. I cut all kinds of materials. I work quickly, perfectly and economically. I serve the workman, the contractor, the engineer, the manufacturing plant and the telegraph and telephone company—and I serve them well."

—Jiffy Cutter.

"Jiffy Cutter"

materially reduces time and labor in cutting holes of any kind. Made in three sizes. No. 1—1 1/4 to 3 inches diam.; No. 2—1 1/2 to 6 inches diam.; No. 12—Combination No. 1 and No. 2.

Jiffy Cutter pays for itself. It gives real service.

Write for literature and prices

Koch & Sandidge
15 So. Wells Street, Chicago

Profit and Satisfaction



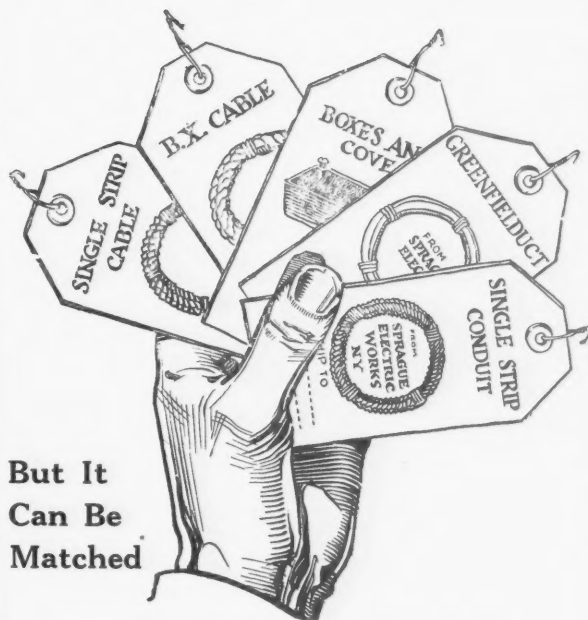
—profit to the dealer and satisfaction to the customer result from every Cadillac Vacuum Cleaner sale. Four models provide a price range to suit any purse. Dealers desiring to make the utmost of sales opportunities within the limitations of the War Industries Boards wishes will do well to investigate the Cadillac. Write for prices. Prompt attention to mail orders.

Clements Mfg. Co.

609 Fulton Street
Chicago, Ill.

Canadian Factory,
78 Duchess St.
Toronto, Ont.

A Hard Hand to Beat



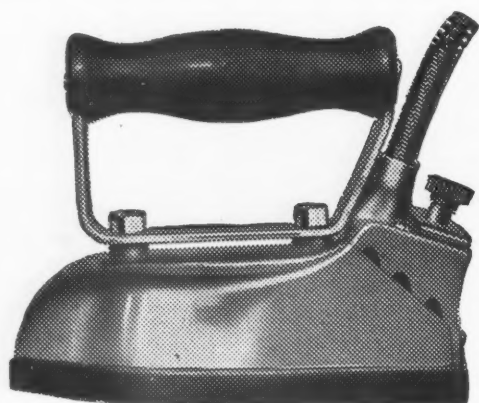
But It
Can Be
Matched

By Ordering Sprague Quality Goods
Conduit Catalog No. 49600 sent upon request.

SPRAGUE ELECTRIC WORKS
OF GENERAL ELECTRIC COMPANY

Main Offices:
527-531 WEST 34th STREET, NEW YORK, N. Y.
BRANCH OFFICES IN PRINCIPAL CITIES





The A-BEST-O

is the KING of Electric Irons

Why—

The A-BEST-O is equipped with a thermostat, which automatically turns on or shuts off the current. Any temperature between 350 and 600 degrees F. will be secured by turning the regulator key.

The automatic heat control is not only a convenience—it eliminates fire dangers, it makes better ironing possible, it economizes current, it saves time.

The Dover Mfg. Co., Dover, O., U. S. A.

BRANCH OFFICES:

No. 30 Church St.
New York, N. Y.

16 Ames
Cambridge, "A," Boston, Mass.

LIGHTING SERVICE FOR DEALERS

Let Us Help You Gain a Reputation
"For Knowing How"

Send Your Lighting Problems To Us
for Expert Advice

REFLECTORS

For Lighting Show Windows, Show
Cases, Rug Racks, Pictures, Evening
Rooms, Etc.

CONCEALED LIGHTING

POLARALITE
SIGNS

LINOLITE
LAMPS

Send for Catalog No. 420.

I. P. FRINK, Inc.
24th St. and 10th Ave., New York



An Art and Crafts Lantern
Made in Wrought Metal

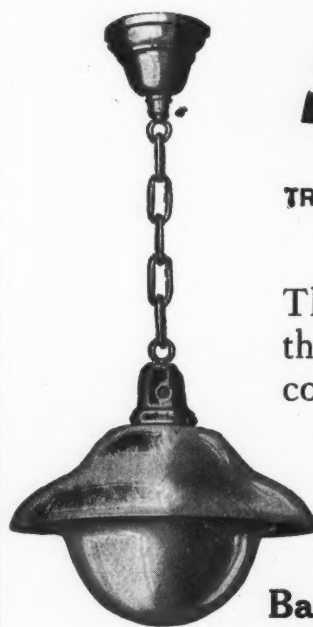
We lighten the
burden of man
in his dark hour,
in Store, Office
and Home, by
gas or electricity.

"Made in America"

E. P. Gleason Mfg. Co.

37-39 Murray Street
New York City

Established 1851



[No. 48860
12 x 9
Pat. No. 49593



The ideal unit for
the central station
commercial depart-
ment to handle.

Write for a copy
of our catalog.

Bayley & Sons, Inc.

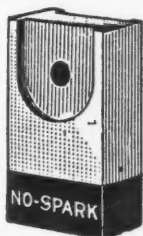
Sales Department

101 Park Avenue
New York City

FACTORY

105-109 Vanderveer St. &
88-100 De Sales Place
Brooklyn, N. Y.

Mr. Electrical Jobber:



Do you realize your 1919 opportunity on No-Spark Carbon Brushes? It isn't necessary to stock them. Your salesmen can take the orders and we'll ship the goods direct and send you the check as commission.

You know that many users of motors think they have to write the motor manufacturer when they need carbon brushes. Not necessary at all. We can supply them. Instruct your salesmen to mention this in their calls and see how easy the sales are made.

Why don't you catalog our brushes? We'll furnish the cuts and data. You have no idea how many brushes are used over the country and how big this field is and how profitable to you.

We have a few territories open. We want a few more direct representatives—Jobbers. Get our proposition now. Ask for our No-Spark bulletin.

Calebaugh
Self-Lubricating Carbon Co.
1503 Columbia Ave., Philadelphia, Pa.



On the Stroke of the Hour

Your electric lights will go on and off just as if you were doing it yourself, if you install the

PARAGON TIME SWITCH

Just wind it once a week and forget it. That is the way to save electric current, and cut down your bills.

Write for Free Illustrated Booklet

Paragon Electric Company
411 S. Dearborn St., Chicago

911 Western Ave., Seattle, Wash.

HELP INDUSTRY SPEED UP

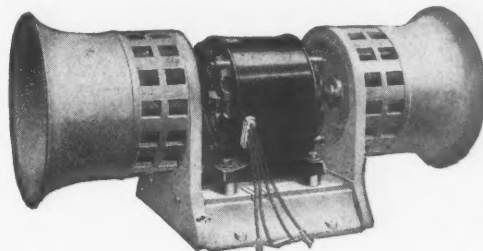


STANDARD ELECTRIC DRILLS

will help to increase production in any industrial plant. They save time, labor and money and enable every worker to turn out accurate work.

Help the plants in your territory to speed up production by selling these time-saving tools. Write today for a copy of our catalog which describes our complete line of Portable Electric Drills, Reamers and Grinders.

THE STANDARD ELECTRIC TOOL CO.
Cincinnati, Ohio



1 H.P. Motor
Direct Connected to a
Double Head Siren

Automatic and remote control with any device which will close the circuit makes

Century

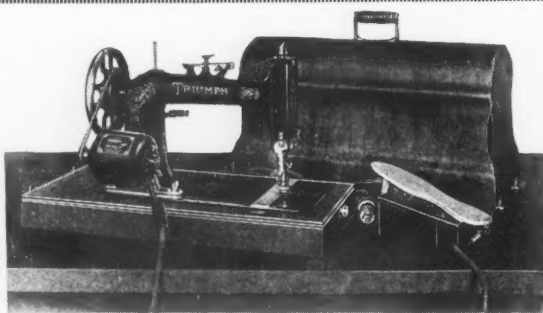
Repulsion Start Induction SINGLE PHASE MOTORS

desirable for operating alarm signals.

1/10 to 40 H.P.

Century Electric Company
St. Louis, U. S. A.

Sales Offices in Principal Cities.



TRIUMPH PORTABLE ELECTRIC SEWING MACHINES

MR. DEALER:

We have a *special proposition* on Triumph Portable Electrics that will prove a profit-maker for you. You know the portable electric sewing machine field is growing larger every day—and the Triumph “fills the bill” perfectly. Has all modern improvements, Westinghouse Motor, New Home Head, handsome cover and other quality features. A line from you will bring all the details of this sales-winning machine and our *special price* to dealers—write us now!

Triumph Specialty Co.

235 Canal Street
New York City

CONSERVE LABOR

BY USING

**SOLDERLESS
NOTORCH
CONNECTOR**

For

FIXTURES
MOTOR LEADS
CONDUIT FITTINGS
CLEAT WIRING

For

EFFICIENCY
ECONOMY
SAFETY
RELIABILITY

COMPLETED JOINT READY FOR TAPE

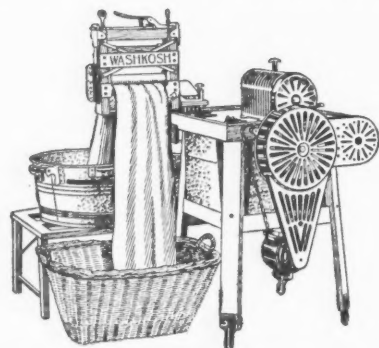


Approved by National Board of Fire Underwriters

**A SMALL DEVICE
A BIG SAVER**

COLUMBIA METAL BOX COMPANY
144th St. cor. Canal Pl., New York, N. Y.

WASH-KOSH



**The “Washkosh” Sells Itself
It’s What the Housewife Wants.**

The Washkosh is a big seller in the city and on the farm. It operates successfully at a low cost. Its simple construction eliminates repairs and replacements.

Learn all about the “Washkosh” for your own benefit. Write for complete dealer information and exclusive agency proposition.

“Washkosh” is made for either electric motor or gasoline engine drive.

CUMMING-FORSTER CORP.

220 So. State St., Chicago, Ill.



Shelton specialties stimulates sales



The Shelton Vibrator illustrated above is our new “Gentry” model (retail price, \$18.50). A demonstration will quickly prove its quality and efficiency to your customers—and every one sold means a good profit for you. Write for full information about this vibrator and other Shelton Specialties.

SHELTON ELECTRIC COMPANY

Factory: Fort Wayne, Indiana

New York Chicago
30 East 42nd Street 30 East Randolph Street

Sold
Complete
So
She
Can
Install
It



Liberty Combination (counter display)

Liberty Bell Ringers Sell Themselves

We believe this is the most attractive dealers' proposition ever offered.

"It isn't the bell, it's the battery" which gets out of order. The Liberty Bell Combination corrects this because—**She Can Install It.**

Sold over the counter and the transaction is ended. Here's an invitation to dealers and Central Stations to join the Liberty Bell Sales Club and benefit by our constructive co-operative sales campaign. It sells Liberty Combinations for you. Ask your jobber or write us.

BETTS & BETTS
CORPORATION

515 West 42nd St., New York

Fits Any Socket

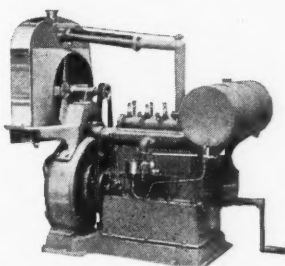


Liberty Bell Ringer
Patented

Universal

4 K-W Electric Generating Sets

Stationary and Portable



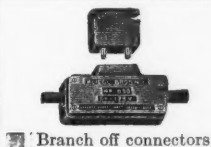
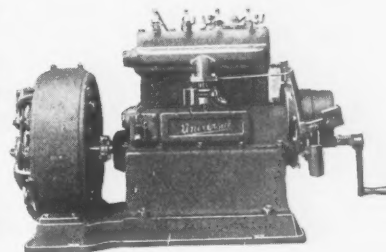
For all purposes requiring a smooth, steady, direct current, 60 or 110 volts.

House, store, farm, boat, school, hall, church and theatre lighting, circuses, picture shows, carnivals, fairs, etc. Over a thousand in use.

Send for Bulletin No. 26.

UNIVERSAL MOTOR CO.

OSHKOSH, WIS., U. S. A.



Branch off connectors



Ordinary two-wire connectors



Battery Charging connectors

KLIEGL CONNECTORS

Pockets and Plugs Two and Three Wire
Capacities Up to 300 Amperes

Kliegl connectors and plugs, originally designed for the rough hard usage of theatre and stage work are made of fibre, non-breakable and practically indestructible.

They are suitable for any circuit, especially for factory, shop, garage, outdoor work, charging plugs, are lamp circuits, welding circuits, etc., etc.

Write for a copy of our Catalog H.

UNIVERSAL ELECTRIC STAGE LIGHTING COMPANY



239 West 50th St., 1 New York
Stage Lighting Engineers—Builders and Designers
of everything electrical for the stage and theatre.

AKRON Push Buttons



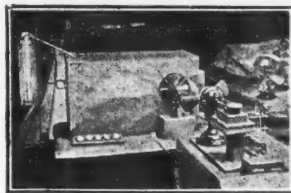
Hard Wood Finish
Porcelain Buttons
Bronze Springs

We are now making these in quantity. Sample package of fifty push buttons sent to any address in the United States post-paid for \$3.50.

Quantity prices on application.

The Wadsworth Novelty Mfg. Co.
Wadsworth, Ohio

POSITIVE PROOF



of the efficiency of any electrical device is determined by a thorough test in our laboratories. Our authoritative and impartial report protects you and the customer.

Let us establish this *positive proof* for you.

ELECTRICAL TESTING LABORATORIES
80th Street and East End Avenue, New York City

G E M

Miniature and Candelabra
Sockets and Receptacles

Best Quality. Largest Variety. Packed in Convenient units for handling and selling.

The Gibson Electric Mfg. Co.
5433 Webster St., Philadelphia, Pa.

==TRI-CITY== ELECTRIC COMPANY

We operate on the **WHOLESALE ONLY** basis—that policy, established April 16th, 1917, prevails today.

Recognizing the importance of the Electrical Contractor and Dealer in the system of distribution we prefer our business through that channel.

We represent one manufacturer in each line. G. E. distributors; and represent, in addition:

Ivanhoe-Regent Works
Edison Electric Appliance Co.
Hurley Machine Co.
Hamilton-Beach Mfg. Co.
Crouse-Hinds Co.
Sprague Electric Works
Etc., Etc.

Our Company has four Special Departments:

1. Supply
2. Appliance
3. Apparatus
4. Incandescent Lamp.

Each of these departments is, in effect, a separate Company in itself—ready to serve Contractors and Dealers with promptness and efficiency—and that's the kind of attention your orders or inquiries will receive.



TRI-CITY ELECTRIC CO.
INCORPORATED
18-20 MECHANIC STREET
NEWARK, N. J.



AA



Rubber Covered Wire

A Word to Wise Jobbers

When your customers call for rubber insulated wire they want two things—quality and service, and you can be sure of both when you fill the order with AA Wire. It is made good to make good—and prompt shipments have always been the rule at our factory. Your inquiries regarding quotations and other information will have our immediate attention—write us to-day.



A A WIRE CO., Inc.
50 Nesbitt Street
Newark, N. J.



F. F. Battery Booster

The handiest and most efficient rectifier for home battery charging. A boy can operate it. It automatically takes care of the charging, and costs about 6 cents per charge.

Dealers will find this a profitable selling proposition. Get our Bulletin No. 23, and do a little missionary work. Satisfied customers will be *Boosters*. Dealers discount on request.

Also D.C. Battery Boosters.

The France Manufacturing Co.
Cleveland, Ohio

	AJAX Plural Plug SOCKET \$1.00 Each	
—Your Dealer or Parcel Post—		
FITS ANY SOCKET—ONE PIECE—NO BREAKAGE—SHADE HOLDER RING. No Change in Light Position.		
DEALERS—SEE YOUR JOBBERS—Get Our Terms		
	AJAX Electric Specialty Co., St. Louis, Mo.	

At the left is a small reproduction of our advertisement in the Saturday Evening Post.



No. 106

The "Every Purpose" Electric Stove

Every one of your customers needs this handsome REDTOP table stove. It helps them save time, labor and fuel. Is light in weight, but strongly built. Furnished with six feet of approved asbestos heater cord with attachment plug for the socket and connection plug for the stove. Heating element made of nickel chromium resistance wire licensed under the Marsh patents. Can be used on voltages from 32 to 240. Fully guaranteed. Write for folder describing this sure-selling, profit-making appliance.

REDTOP ELECTRIC CO., Inc.
8 W. 19th St., New York City, N. Y.



Get Your Wants into the Searchlight

ADVERTISING RATES

Ads Set in Uniform Style

(Sold, in one paragraph, without display.)

THREE CENTS A WORD, minimum charge 50 cents an insertion, payable in advance, less 10 per cent. if one payment is made in advance for four continuous insertions—for advertisements under:

Positions Wanted
Evening Work
Wanted

Vacation Work Wanted
Tutoring
Salesman Wants Con-
nections

FIVE CENTS A WORD, minimum charge \$1.50 an insertion, for advertisement under:

Agencies Wanted
Agents Wanted
Business Opportunities
Desk Room for Rent
Educational
Employment Agencies
Desk Room Wanted
Foreign Business
Miscellaneous for Sale, for Rent or Want Ads.

Positions Vacant
Partner Wanted
Representations Wanted
Salesmen Wanted
Patents for Sale
Plants for Sale
Sub-Contracts Wanted
Work Wanted

THIRTY CENTS A LINE, minimum five lines, for all undisplayed advertisements set with a paragraph for each item or tabulated.

THREE DOLLARS AND SIXTY CENTS AN INCH for advertisements for bids (Official Proposals).

Ads Set in Display Type

(Individual space, within border rules).

Space for these advertisements is sold by the inch. Each page contains 30 inches. The rate per inch is based on the total number of inches to be used—that is, the number of inches the advertisement is to occupy multiplied by the number of insertions it is to receive. For instance, a 2-inch advertisement in 2 issues earns the 4-inch rate of \$3.90 an inch. A 1-inch space in 4 issues, or a 1-inch space one issue, also earn the 4-inch rate.

SCHEDULE OF RATES

1 to 3 in., \$3.00 an in.	15 to 26 in., \$2.70 an in.
4 to 7 in., 2.90 an in.	27 to 49 in., 2.60 an in.
8 to 14 in., 2.80 an in.	50 to 99 in., 2.50 an in.

Rates for larger space furnished on request.

*For quick and satisfactory results
tell the reader everything that
he will want to know*

INFORMATION

ALLOW FIVE WORDS for the address, if replies are to a box number in care of any of our offices. There is no extra charge for forwarding replies.

IN REPLYING TO ADS, do not enclose original testimonials or anything that you may want returned. State your experience and qualifications in as concise and neat a manner as possible and enclose copies of your testimonials.

BE CAREFUL TO PUT ON ENVELOPE, when answering any "blind," ad. the box number in the ad, the name of the paper, and also the local address of office to which reply is sent:

36th St., at 10th Ave.,	New York
1570 Old Colony Bldg.,	Chicago
657 Leader-News Bldg.,	Cleveland
935 Real Estate Trust Bldg.,	Philadelphia
501 Rialto Bldg.,	San Francisco
519 Newhouse Bldg.,	Salt Lake City, Utah

WHEN ADVERTISING MACHINERY, use your own name and address—or a local address of some kind—so that the readers can wire direct and get quick replies. We advise also that you state in your advertisement the present location of plant that is offered for sale, or point of delivery provided you are in the market for equipment.

TO SIGN YOUR NAME and address to your advertisement begets the confidence of the reader and facilitates receiving replies. You can, however, obviate delay in receiving answers by signing your ad. only with initials (your own or others), care of your home, your office of a post-office box number in your city.

LOCKERS

Will buy 100 to 150 metal lockers in good condition. Delivery at New York. Give specifications and prices.

McGRAW-HILL CO., Inc.
10th Ave. at 36th St., New York, N. Y.

Get your Wants into the Searchlight

FOR SALE

20 kw. Generator, with panel.
60 140-ampere hour Exide batteries.
25 hp. gas, gasoline or kerosene engine with starter. Same as new.

Make us an offer.

CALDWELL ELECTRIC CORPORATION
CHAMPAIGN, ILLINOIS

WANTED

Electrical Manufacturers

There are a great number of electrical articles for which there is a big demand. A substitute for these german made articles are badly needed and unless you assist at once the germans will reposses the market in spite of the protective tariff. I can name you the articles you could make money on through my connections. I could get you quantity orders as soon as you can show a model, and I will build the model for you. I am a technical trained man with snappy ideas. I can develop and build the model of an electrical apparatus that is attractive, cheap to manufacture and will perform the most and get you orders. Let us get together. Write F. K., 315 E. 18 St., N. Y. C.

FOR SALE

Fairbanks Morse Induction Motor

One h.p. 50 volts, 220 speed, 1200 r.p.m. type B, phase 3, cycle 60, compound with pulley, base, starter and G. E. K-20 oil circuit breaker. Cheap for quick sale. Address P. O. Box No. 22, Rome, Ga.

Replies to "WANT" and "FOR SALE" Advertisements

in the Searchlight Section of this paper may be keyed to our
NEW YORK, PHILADELPHIA, CLEVELAND, CHICAGO, SALT LAKE CITY or SAN FRANCISCO
offices, if preferred, and these replies will be mailed promptly each day to the advertisers

NEW YORK OFFICE: 10th Ave. at 36th Street
Philadelphia, 935 Real Estate Trust Bldg.
Cleveland, 657 Leader-News Bldg.
Chicago, 1144 Monadnock Block.
Salt Lake City, 519 Newhouse Bldg.
San Francisco, 501 Rialto Bldg.

801



The Automatic Extension Reel For Electric Lamps

enables the garageman or repairman to carry lamp to any point within a radius of 50 feet without bothering over socket adjustments, uncoiling, recoiling, dragging and fouling cord. A swivel-

joint-head and automatic catch-lock permit lamp to be carried in any direction and locked at any distance. Rewinds itself.

Saves time, increases production, reduces cost. Saves cord, fuses, lamps and guards. Reduces danger from both fire and accidents. Approved by Underwriters. Write for particulars.

The Cincinnati Specialty Mfg. Co., Inc.
Manufacturers 1913 Powers St., Cincinnati, Ohio

"Get it from your nearest Jobber"

PENNSYLVANIA

**THE PHILADELPHIA ELECTRIC
COMPANY SUPPLY DEPT.**
132 South Eleventh St.
Philadelphia



**DISTRIBUTORS OF
ELECTRICAL SUPPLIES**
Agents For
Central Station Equipment
and Specialties

NEW JERSEY



Large Stock Prompt Shipment
Oldest and largest Electrical
Supply Jobbers in New Jersey
**NEWARK ELECTRICAL
SUPPLY CO.**
"The House of Quick Service"
223 Market Street
NEWARK
N. J.

LOUISIANA

WOODWARD, WIGHT & CO., Ltd.

General Electric Co.'s
Apparatus and Supplies
and
Complete Stocks of
other standard lines.

NEW ORLEANS

PENNSYLVANIA
SCHIMMEL
Electric Supply Company
318 Market Street
Philadelphia
THE
**MARK
OF
MERIT**



DISTRICT OF COLUMBIA

National Electrical Supply Company

Jobbers and Manufacturers

ELECTRICAL AND AUTOMOBILE SUPPLIES

1328-1330 NEW YORK AVENUE
WASHINGTON, D. C.

NEW YORK

Complete Stock of
6-lb. Hughes Electric Irons
(complete with Cords and
Plugs)

Benjamin Plugs

WIREMOLD AND FITTINGS

General Electric Fans
Sprague Fans

HYGRADE TUNGSTEN LAMPS

Bronx Electrical Supply Co.
Wholesale Distributors of Electrical
Merchandise
612 Melrose Ave., at 151st St., N. Y. City

OHIO

The Erner Electric Co.

Cleveland

Distributors of

**Electrical Supplies
and
Machinery**

NEW JERSEY



Serving New Jersey
N. J. Jobbers of G. E.
Supplies and Equipment
Tri-City Electric Co., Inc.
Main Office 18-20 Mechanic St., Newark, N. J.

This Page Gives

you Jobbers a chance
to get your message to
your own customers
thru the journal they
read every month.

MICHIGAN

A. T. Knowlson Company

Wholesale Electrical Supplies
99-101-103 Congress Street East
Detroit

Dependable Goods

Fair Prices

Prompt and Efficient Service

Individuality!

In a word, that's the
story of the electrical job-
ber who buys a space on
these jobbers' pages. His
name is read thousands and
thousands of times every
month.

NEW YORK

You Must *Buy Right*
to *Figure Right*

"Live Wire" Bulletin
will help you do both

Ask for One

There are many qualities upon which our
company prides itself. Service is one.

Baily Electrical Supply Co.
18 Warren Street, New York

"Get it from your nearest Jobber"

<p style="text-align: center; font-size: small;">MARYLAND</p> <p style="text-align: center;">Southern Electric Co. Baltimore, Md.</p> <p style="text-align: center; font-size: x-small;">Distributors of</p> <div style="display: flex; align-items: center; justify-content: center;"> <p style="text-align: center;">G-E Quality Electrical Merchandise</p> </div> <p style="text-align: center; font-size: x-small;">Agents for Phillips Ins. Wire Co.</p> <p style="text-align: center;">Southern Service Satisfies</p>	<p style="text-align: center; font-size: small;">TENNESSEE</p> <p style="text-align: center;">Electric Supply Co. Memphis, Tenn.</p> <p style="text-align: center; font-size: x-small;">Representing</p> <p style="text-align: center;">General Electric Co. Phillips Insulated Wire Co. Hotpoint Electric Heating Co. Edison Mazda Lamps</p> <p style="text-align: center; font-size: x-small;">and other standard lines</p> <p style="text-align: center;">Wholesale Only</p>	<p style="text-align: center; font-size: small;">NORTH CAROLINA</p> <p style="text-align: center;">IF—</p> <p style="text-align: center; font-size: x-small;">you are in Central and Western Carolinas, East Tennessee and Northern Georgia</p> <p style="text-align: center; font-size: x-small;">It will pay you to order from us THE ELECTRICAL LIGHTING AND WIRING SUPPLIES YOU NEED.</p> <p style="text-align: center; font-size: x-small;">We have ready for you our 288 page cloth bound catalog. Shall we send it?</p> <div style="text-align: center;"> <p style="margin-top: 5px;">Piedmont ELECTRIC CO. ASHEVILLE, N. C.</p> </div>
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Philadelphia Electric Company
Supply Dept.

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Sets, Motor-Generator.
General Electric Co.
Robbins & Myers Co., The
Universal Motor Co.

Sewing Machine, Portable Electric.
Davis Sewing Machine Co.
Triumph Specialty Co.
Western Electric Co.

Signs, Electric.
Frank, I. P.

Sockets.
Benjamin Electric Mfg. Co.
Bryant Electric Co.
Cutler-Hammer Mfg. Co.
General Electric Co.
Gibson Elec. Mfg. Co.
Pass & Seymour, Inc.

Stage Lighting Apparatus
Universal Electric Stage Lighting Co.

Starters, Motor.
Cutler-Hammer Mfg. Co.
General Electric Co.

Switchboards.
General Electric Co.
Trumbull Elec. Mfg. Co.
Western Electric Co.
Westinghouse El. & Mfg. Co.

Switches.
Cutler-Hammer Mfg. Co.
General Electric Co.
Hart Mfg. Co.
Pass & Seymour, Inc.
Trumbull Elec. Mfg. Co.
Westinghouse El. & Mfg. Co.

Switches, Enclosed Safety.
Trumbull Electric & Mfg. Co.

Switches, Instrument Cut-Out.
Philadelphia Electric Company
Supply Dept.

Switches, Motor Starting.
General Electric Co.
Trumbull Elec. Mfg. Co.

Switches, Oil
General Electric Co.

Switches, Snap and Push
Bryant Elec. Co.
Hart Mfg. Co.
Trumbull Elec. Mfg. Co.

Switches, Time.
Berry, A. Hall
Paragon Electric Co.
Westinghouse El. & Mfg. Co.

Taps and Dies.
Greenfield Tap & Die Corp.

Telephones.
Western Electric Co.

Testing Laboratories.
Electrical Testing Laboratories

Theater Dimmers
Cutler-Hammer Mfg. Co.
General Electric Co.

Tools, Linemen's.
Western Electric Co.
Westinghouse El. & Mfg. Co.

Transformers.
General Electric Co.
Westinghouse El. & Mfg. Co.

Vacuum Cleaners, Electric.
Apex Elec. Distributing Co.
Clements Mfg. Co.
Geier Co., P. A.
Hoover Suction Sweeper Co.
Hurley Machine Co.
Ramey Mfg. Co.
Western Electric Co.
Wisconsin Electric Co.

Vibrators.
Fitzgerald Mfg. Co.
Shelton Electric Co.

Washing Machines, Electric.
Altorf Bros.
Cumming-Forster Corp.
Federal Sign System (Elec.)
Haag Bros. Co.
Hurley Machine Co.
Manufacturers' Distributing Co.
Western Electric Co.

Wire Magnet
Berry, A. Hall
D. & W. Fuse Co.
Rome Wire Co.

Wires and Cables.
A. A. Wire Co.
D. & W. Fuse Co.
Electric Cable Co., The
General Electric Co.
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